THE ATOMIC POWERED SINGER

by

Brian Petersen

with foreword by R.C.A. Producer Ernst Mikael Jørgensen.

THE
ATOMIC POWERED
SINGER

written and researched

by Brian Petersen

This book is dedicated to the greatest entertainer ever,

Elvis Aaron Presley.

At this time and space I would like to extend my greatest gratitude to my fiancee, Christel, who has kept on loving me during the eight years I´ve done research for this book. I love you Christel and I always will.

I would also like to tell me three children, Tobias, Sandra and Adam that I love you all very much. You make it worth living.

First edition. November 4, 1994.

No part of this book must be used in any way without the writer´s permission except for short passages used for reviews of the book.

Acknowledgements.

I would like to express me sincerest thanks to the libraries in the following cities in the U.S.A.

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Photos included in the book come from Cleveland Plain Dealer, Louisville Courier, San Diego Tribune, Texas Institute of Culture and the collections of Pal Granlund, Erik Viervoll, Brian Petersen.

Foreword

It has always puzzled me why at the same time Elvis Presley could be the most wellknown artist in the world, yet the facts relating to his career have either been insufficient, incorrect, missing or misinterpreted.

With Brian Petersen´s debut work "*The Atomic Powered Singer*" this situation is definitely changing in a most surprising way. Brian, born in Denmark but a Swedish resident, has managed to compile a calendar of Elvis Presley´s whereabouts in 1956. Never has so much detail been available to all those music historians who really want to understand the astonishing rise of Elvis Presley.

"*The Atomic Powered Singer*" is a day by day calendar of Elvis Presley´s 1956 - the year that took him from being "the most promising C & W artist" to movie star status. Through newspaper ads for his concerts, press clippings and many rare photos this book leaves no doubt about the authenticity of its information. Through "summary pages" at the end of each month you get an easy overview of all Elvis´ activities - professional and private.

240 pages of solid facts - a must for any true rock historian. The only burning question that the book doesn´t answer! When do we get a follow up?

Ernst Mikael Jørgensen
Producer R.C.A.

January 1956

The first known activity of 1956 took place on January 3, when Elvis did two shows in Booneville, Ms. The observant reader will notice that the advertisement for the two personal appearances says: "Tuesday, January 3, 1955," but in the written text, it says; "Thursday, Jan. 3." However, as both the article and the advertisement appeared in the paper on December 29, 1955 it is obvious that the shows took place in 1956. The correct date for the appearances is Tuesday, January 3, 1956. As you can read in the article on the right Elvis at this time owned two Cadillacs. The pink and black 1955 Cadillac Fleetwood 4-door sedan is the one on exhibition at Elvis´ Graceland, although it is now pink and white. Elvis had the top of the car changed from black to white sometime prior to April 1956. The other Cadillac, a 1954 Eldorado convertible, was yellow. Elvis also owned a pink and white Ford Crown Victoria and a red and white Harley Davidson motorcycle that were not mentioned in the article.

ELVIS PRESLEY, "the king of Western bop," as many of his fans call him, is a 20-year-old youngster who has set the field of country music to talking with his unusual combination of folk music spiced with a "rock and roll" beat. His Sun Records are in demand by folk music fans coast to coast. He is appearing in person at the Von Theatre along with Johnny Cash and "The Tennessee Two," and David Houston, star of the KWKH "Louisiana Hayride", Thursday, Jan. 3, for two shows, 6 p.m. and 8 p.m.

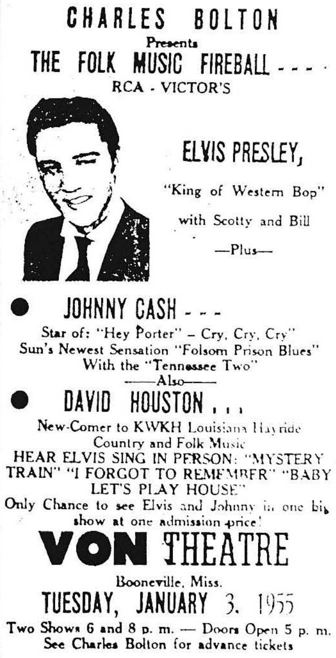
Presley was born in Tupelo, Miss., and moved to Memphis, Tenn., at the age of 12. A natural sense of rhythm along with a unique voice quality benefited from his childhood surroundings in which country music and negro blues were everyday music to him But aside from a few non-professional efforts while in high school in Memphis, his first real work was done when the Sun Record Company of Memphis heard his voice on a personal record and encouraged him to make his first release, "That´s All Right" and "Blue Moon of Kentucky."

Since he started his career with the Louisiana Hayride in Shreveport, Presley´s career has come along by leaps and bounds. He has drawn record crowds in Texas, Tennessee, Florida, Virginia-as a matter of fact, all through the South.

Elvis is 20, his birthday being on January 8. He is unmarried, and has no serious intentions to become married. Not that he is shy, for he is very fond of the young ladies, as they are of him. His main interests are his cars, a 1955 Cadillac Fleetwood sedan in a striking pink and black color, and a 1954 Cadillac convertible. He has acquired one of the biggest collections of unusual and flashy clothes any artist owns, preferring the "cool cat" type of dress rather than Western apparel. When near water, Elvis is an avid water-skiing fan, having learned at Memphis this summer.

A real fire-ball in his stage manner, Presley pleases young and old. And his tours from coast to coast are building an ever increasing following for "the king of Western bop!"

Advance tickets are on sale now. Contact Charles Boren for yours. (adv.)



CHARLES BOLTON
Presents
THE FOLK MUSIC FIREBALL - - - -
RCA - VICTOR'S

ELVIS PRESLEY,
"King of Western Bop"
with Scotty and Bill
—Plus—

● JOHNNY CASH - - -
Star of: "Hey Porter" – Cry, Cry, Cry"
Sun's Newest Sensation "Folsom Prison Blues"
With the "Tennessee Two"
——Also——

● DAVID HOUSTON . . .
New-Comer to KWKH Louisiana Hayride
Country and Folk Music
HEAR ELVIS SING IN PERSON: "MYSTERY TRAIN" "I FORGOT TO REMEMBER" "BABY LET'S PLAY HOUSE"
Only Chance to see Elvis and Johnny in one big show at one admission price!

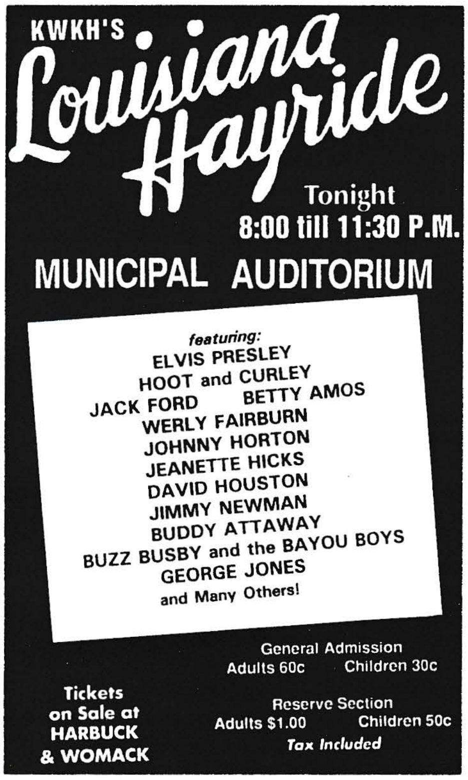
VON THEATRE
Booneville, Miss.
TUESDAY, JANUARY 3, 1955
Two Shows 6 and 8 p. m. — Doors Open 5 p. m.
See Charles Bolton for advance tickets

Booneville Banner, December 29, 1955

On Wednesday, January 4, Elvis played the Community Center in Jonesboro, Ar.

Rumour has it that Elvis drove to Nashville, Tn., on January 5, to attend a meeting with Steve Sholes and Chet Atkins to discuss plans for his first recording session for RCA-Victor which was scheduled for the following week. There is no proof for this meeting and I find it more likely that the Booneville show was the start of a five-day tour going through Ms., Ar., Mo., La. and Al.

On Saturday, January 7, it was time for a trip down to Shreveport, La. for this year´s first appearance on the *Louisiana Hayride*. Elvis´ contract with the Hayride called for him to appear on the show for 52 consecutive Saturday nights. He was allowed to miss one appearance every three months. Elvis most likely sang some of his Sun recordings as well as material he would record later in the following months in addition to other popular songs of the time. After his appearance on the *Louisiana Hayride*, Elvis, Scotty and Bill headed for Memphis in Elvis´ pink and black Cadillac Fleetwood sedan. D. J. Fontana stayed in Shreveport where he lived at that time.



KWKH'S
Louisiana Hayride
Tonight
8:00 till 11:30 P.M.
MUNICIPAL AUDITORIUM

featuring:
ELVIS PRESLEY
HOOT and CURLEY
JACK FORD BETTY AMOS
WERLY FAIRBURN
JOHNNY HORTON
JEANETTE HICKS
DAVID HOUSTON
JIMMY NEWMAN
BUDDY ATTAWAY
BUZZ BUSBY and the BAYOU BOYS
GEORGE JONES
and Many Others!

General Admission
Adults 60c Children 30c

Reserve Section
Adults $1.00 Children 50c
Tax Included

Tickets on Sale at HARBUCK & WOMACK

Shreveport Times, January 7, 1956

Elvis probably spent January 8 and 9 at his house on 1414 Getwell Street where he celebrated his 21st birthday and relaxed with family and friends.

On the morning of January 10 Elvis once again headed for Nashville, Tn. It was time for his first recording session with RCA-Victor, his new recording company. The session took place at 1525 McGavock Street, which was a building RCA had leased from the Methodist TV, Radio and Film Commission. Present at the session were: Elvis; vocal and guitar, Scotty Moore; guitar, Bill Black; bass, D. J. Fontana; drums, Chet Atkins; guitar, Floyd Cramer; piano and Gordon Stoker along with Ben and Brock Speer; vocals. Elvis recorded five songs during his initial session which started at 2:00 p.m. and lasted for three hours. He first recorded the song "*I Got A Woman*," which had been a hit for Ray Charles the previous year. Elvis had used the song on numerous occasions in his personal appearances during 1955. The next song chosen was "*Heartbreak Hotel.*" As Elvis turned up at the *Country Music Disc Jockey Convention* in Nashville in November 1955 he had received the song from Mae Boren Axton, whom he had met in the summer of 1955, when he played Jacksonville, Fl. She had taken a liking to Elvis and had told him that she´d like to write his first million-seller. As it later turned out, this was exactly what she did. Elvis returned to the studio at 7:00 p.m., after a two-hour break for lunch, and recorded the 1953 Drifters hit "*Money Honey*," which had also been on Elvis´ program for almost a year.

On January 11 Elvis and his group of musicians returned at 4:00 p.m. and in the matter of three hours they recorded the Don Robertson penned *"I'm Counting On You"* and *"I Was The One"* which was written by Schroeder, DeMetrius, Blair and Pepper. After the session was over Elvis jumped into his Cadillac and drove back to Memphis instead of spending another night in the hotel room. Arriving back home in the evening his parents were eagerly waiting to show him the article below.

TV News and Views--

Memphis Boy, Elvis Presley, Signs Contract With Gleason

By ROBERT JOHNSON, *Press-Scimitar Staff Writer*

One more giant step toward the biggest time by Elvis Presley, the 20-year-old former Humes High boy whose career has zoomed in little more than a year—

Johnson

Elvis, whose recording contract with Sun Records was recently acquired by RCA Victor, has been contracted for four appearances by Jackie Gleason on the half-hour Stage Show which Gleason produces along with his own show on Saturday nights.

First appearance on the CBS show, which we get thru WREC-TV, will be Jan. 28, with others on Feb. 4, 11 and 18.

NBC also was reported as having been bidding for Elvis. They wanted him for the Perry Como show, opposite Gleason.

Elvis Presley

Events are spinning faster than his records for the Memphis youngster whose songs have appealed to fans of three musical categories—country and western, rock 'n' roll and straight pop. Don't let your head spin with them, Elvis!

Press-Scimitar, January 11, 1956

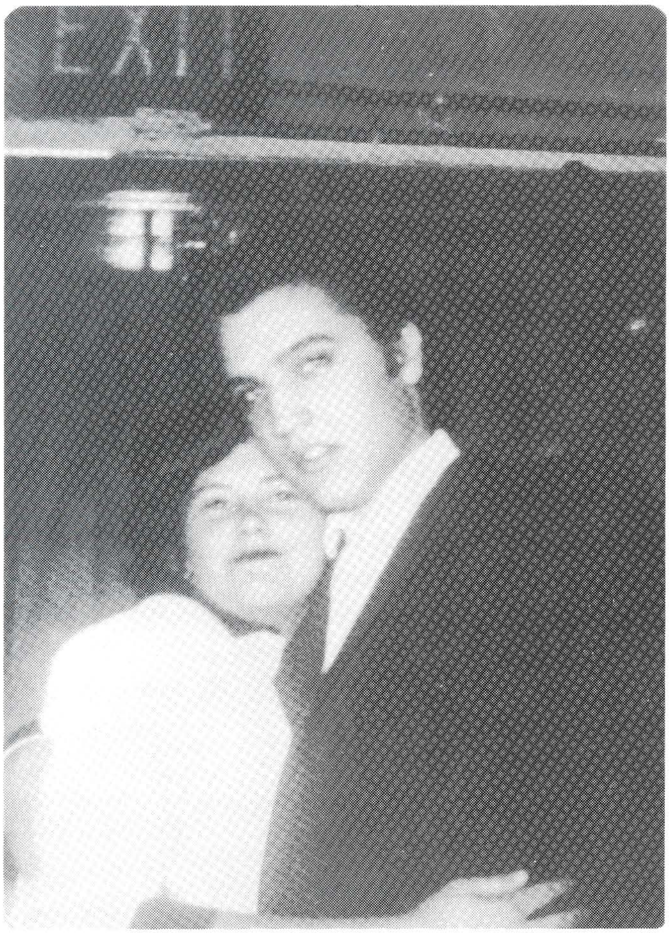
Elvis had a few days at home to rest, before he would go on tour. However, being as he was, he did a personal appearance at Humes High School in a Father's Night show on Friday, January 13. He had heard about the show from one of the teachers and had immediately said that he would be delighted to come and sing for the students. He put on a great show in which he played about 10 songs and did it for the fun of it all. It was quite a typical thing for Elvis to do.

On January 14 Elvis once again played the *Louisiana Hayride*. This time, however, the show did not take place in Shreveport. It was a remote broadcast and I've been unable to locate an advertisement for the appearance, but it is most likely that it was broadcast from somewhere in Texas.

On January 15 Elvis performed two shows, one at 3:00 p.m. and another one at 8:00 p.m., at the Municipal Auditorium in San Antonio, Tx. Headlining this tour of Texas was Hank Snow. Elvis was an *"Extra added"* on the advertisements and was billed as *"RCA Victor's newest singing sensation,"* *"Nations newest singing star"* or *"Sensational new RCA Victor star."* Some of the advertisements for this tour claimed Elvis to be the biggest star in the past five years, while on other he was the biggest star in the past ten years. Tickets for shows on this tour were priced at $1.00 for adults and 50c for kids. Box office gross for the two shows was $6,800, the biggest gate for a hillbilly show in San Antonio in two years. After the show, which probably lasted until about 10:00 p.m., Elvis, Scotty, Bill and D. J. went out and visited D. J. Fontana's aunt and uncle and had something to eat at their restaurant.

The following day they headed west 240 miles for Galveston, Tx, which was the next city on the tour. They were scheduled for a single show at the Municipal Auditorium. No reviews appeared in the local papers.

On Tuesday, January 17, The Hank Snow Show played two shows at the City Auditorium in Beaumont, Tx.



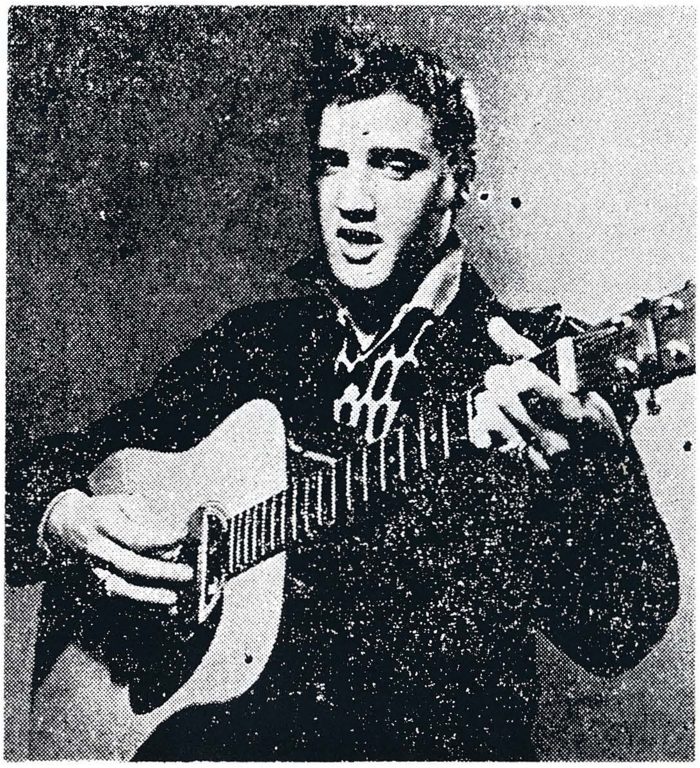
Elvis and Melba in Austin, Tx. on January 18, 1956.

The following day the Hank Snow tour played in Austin, Tx. In the audience that day was a young girl named Jo Anne Phillips, who had taken her cousin Melba along. They had already met Elvis twice before. One time was when Elvis had played Austin during the summer of 1955 and again at the *Louisiana Hayride* in Shreveport in December of 1955. As soon as the girls arrived at the Coliseum, they went to the back door of the stage, to see if they could get to meet Elvis and talk with him before the show started. Melba and Jo Anne learned from D. J. Fontana that if they stayed around at the back door, they would be sure to meet Elvis, as this would be where he would come in. They were soon awarded as Elvis walked up to them. Jo Anne asked if Elvis would pose for a picture with Melba. After having changed his jacket Elvis put his arms around Melba, and Jo Anne, taking as much time as possible for the moment to last, took their photo. By now, several girls had started to crowd around for autographs. Elvis, who had borrowed a pen from Jo Anne continued to use it as she stood there waiting silently for him to return it. Elvis suddenly grabbed Jo Anne by her arms, pulled her closer to him and gave her a kiss. All the other girls turned green with envy and just wished that Elvis had kissed them like that. As it was becoming time for the show to start, the girls reluctantly left Elvis and took their seats. Most of the audience were teenage girls who had come to see Elvis, and it was very clear to the other entertainers that they were just the warm-up acts for the real star of the show. Elvis put on a great show, including such future hits as "*I Got A Woman*" and "*Heartbreak Hotel*," two songs he had recorded only about a week earlier. According to Jo Anne they had to add another show due to popular demand, but as there were no reviews of the shows on this tour and nothing was mentioned in the local papers prior to the show I have not been able to get this confirmed. However, on many occasions back then an extra show actually was added.

The next city on the tour was Wichita Falls, Tx. about 290 miles north of Austin, Tx. The Hank Snow Show was scheduled for two shows at the Municipal Auditorium on January 19.

The following day, January 20, the gang played for a full house at the North Side Coliseum in Ft. Worth, Tx. and put a stop to the first tour of 1956. This would mark the last time ever that Elvis would go on tour and not be the headliner of the show. Although Hank Snow had been the headliner of this tour, the star of the teenagers who attended the shows was Elvis.

It was, however, not back to Memphis Elvis and the other boys headed after the tour had ended. Elvis, along with Scotty Moore, Bill Black and D. J. Fontana headed east for another appearance at the *Louisiana Hayride* on Saturday, January 21. The line-up, apart from Elvis, consisted of Hoot and Curley, Jimmy Newman, Buzz Busby and the Bayou Boys, Johnny Horton, Buddy Attaway, Betty Amos, Jack Ford, Jeanette Hicks, Johnny Cash, David Houston and George Jones. A majority of the teenagers attending the show knew that Elvis would appear on national television for the first time the following Saturday and had made sure to attend the show. Elvis was now the star of the show and as such would probably appear at the very end of the program to make sure the audience would stay till the very end of the show.



Elvis Presley, singer from Mississippi, will make his debut on "Stage Show" Saturday evening, Jan. 28, on CBS-TV.

Boston Science Monitor, January 24, 1956

Not a single word was mentioned in the Memphis papers about Elvis´ departure for New York, N.Y. and his first appearance on national television. The photo that accompanies the announcement on the right was shot in the RCA studio in New York. I have studied several photos from this photo-session and compared them with photos from Elvis´ RCA session in New York on July 2, 1956. The background is the exact same on both sessions which would indicate that the photographs were taken in the New York studio. However, Elvis did not record in the New York RCA-Victor studio until January 30. The photos were most likely shot on January 22 or 23. What probably happened is that Elvis flew to New York immediately after his appearance on the *Louisiana Hayride* for the photo-session at the RCA studio. Another slight possibility is that Elvis went to New York in late 1955 after having signed his contract with RCA in November 1955. I have been in contact with the Warwick Hotel, which is where Elvis stayed

while he was in New York, but they do not have records dated that far back. He would, of course, have to be in New York in time for the rehearsal of the show with the Dorsey Brothers. Some books mention that Elvis caught a plane from Dallas, Tx. to New York. I find this hard to believe as they were going on a four-week tour and had to have a car in order to get from one show to another. Most other books about this period in Elvis' life mention three shows only during February 1956. One in Norfolk, Va., one in Greensboro, N.C. and one in Sarasota, Fl. However, the truth is that Elvis was on the road doing one-night stands for the greater part of the next four weeks between his appearances on the *Stage Show.* If you study other photos from this session you will notice that Elvis is wearing his diamond horse-shoe ring. It has for a long time been believed that Elvis bought this ring on March 17 in connection with his appearance on *Stage Show.* Now we know that he bought it prior to his first appearance on the *Stage Show.*

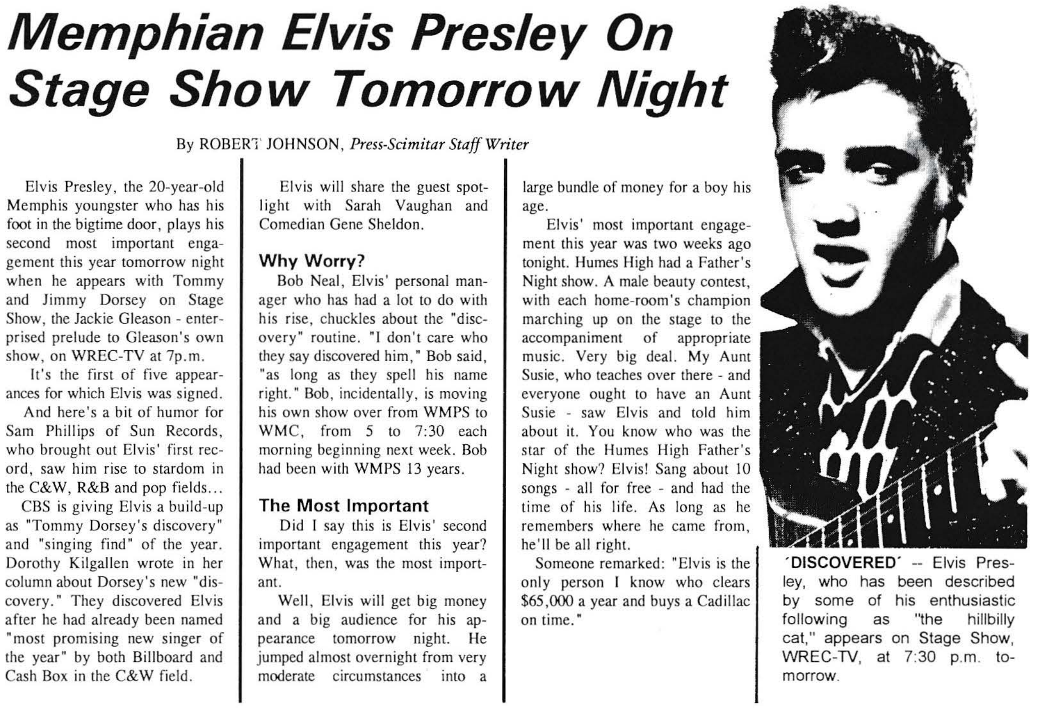
RCA VICTOR
"HIS MASTER'S VOICE"
20-6420
Tree Publ. Co.
BMI
2:06
78 RPM
"NEW ORTHOPHONIC"
HIGH FIDELITY
HEARTBREAK HOTEL
(Axton-Durden-Presley)
ELVIS PRESLEY
(G2WB-0209)
TRADE MARKS ® REGISTERED • MARCAS REGISTRADAS • RADIO CORPORATION OF AMERICA—CAMDEN, N.J.—MADE IN U.S.A.

"Heartbreak Hotel," released on January 27, 1956.

On January 27 Elvis´ first RCA-Victor recorded single, "*Heartbreak Hotel*" backed with "*I Was The One*" was released. It would enter *Billboard´*s TOP 100 on February 22 at position 68 and climb to number 1 where it would stay for seven weeks. Total endurance on the chart would be 27 weeks. The B-side, "*I Was The One*" entered the TOP 100 a week later at position 84. It peaked at position 23 and stayed for 16 weeks. On April 14 Elvis would be awarded with a gold record, his first, for "*Heartbreak Hotel.*" *Billboard*, in its February 11 issue, had this to say about the single: "Presley´s first Victor disk might easily break in both markets. "*Heartbreak Hotel*" is a strong blues item wrapped up in his usual powerful style and a great beat. "*I Was The One*" is about as close to r. & b. as you can get without horns, and has more pop appeal. Presley is riding high right now with network TV appearances and this disk should benefit from all the special plugging."

Elvis and his parents at 1414 Getwell Street, Memphis, Tn.

Although it is not known at what date Elvis left for New York and his first national television appearance it´s a sure bet he missed the article reprinted on the next page. However, his parents would of course save it in their personal scrap-book and show it to him upon his return about a month later.



Memphian Elvis Presley On Stage Show Tomorrow Night

By ROBERT JOHNSON, *Press-Scimitar Staff Writer*

Elvis Presley, the 20-year-old Memphis youngster who has his foot in the bigtime door, plays his second most important engagement this year tomorrow night when he appears with Tommy and Jimmy Dorsey on Stage Show, the Jackie Gleason - enterprised prelude to Gleason's own show, on WREC-TV at 7p.m.

It's the first of five appearances for which Elvis was signed.

And here's a bit of humor for Sam Phillips of Sun Records, who brought out Elvis' first record, saw him rise to stardom in the C&W, R&B and pop fields...

CBS is giving Elvis a build-up as "Tommy Dorsey's discovery" and "singing find" of the year. Dorothy Kilgallen wrote in her column about Dorsey's new "discovery." They discovered Elvis after he had already been named "most promising new singer of the year" by both Billboard and Cash Box in the C&W field.

Elvis will share the guest spotlight with Sarah Vaughan and Comedian Gene Sheldon.

Why Worry?

Bob Neal, Elvis' personal manager who has had a lot to do with his rise, chuckles about the "discovery" routine. "I don't care who they say discovered him," Bob said, "as long as they spell his name right." Bob, incidentally, is moving his own show over from WMPS to WMC, from 5 to 7:30 each morning beginning next week. Bob had been with WMPS 13 years.

The Most Important

Did I say this is Elvis' second important engagement this year? What, then, was the most important.

Well, Elvis will get big money and a big audience for his appearance tomorrow night. He jumped almost overnight from very moderate circumstances into a large bundle of money for a boy his age.

Elvis' most important engagement this year was two weeks ago tonight. Humes High had a Father's Night show. A male beauty contest, with each home-room's champion marching up on the stage to the accompaniment of appropriate music. Very big deal. My Aunt Susie, who teaches over there - and everyone ought to have an Aunt Susie - saw Elvis and told him about it. You know who was the star of the Humes High Father's Night show? Elvis! Sang about 10 songs - all for free - and had the time of his life. As long as he remembers where he came from, he'll be all right.

Someone remarked: "Elvis is the only person I know who clears $65,000 a year and buys a Cadillac on time."

´DISCOVERED´ -- Elvis Presley, who has been described by some of his enthusiastic following as "the hillbilly cat," appears on Stage Show, WREC-TV, at 7:30 p.m. tomorrow.

Press-Scimitar, January 27, 1956

Anyway, arriving in New York Elvis and his band-members, as well as his cousin Gene Smith and his friend Red West, checked into the Warwick Hotel located at 65 West 54th Street. Red and Gene accompanied Elvis on this four-week-tour and spent most of their time behind the wheel of Elvis´ pink and black Cadillac Fleetwood. Scotty, Bill and D. J. took turns behind the wheel of the other vehicle, which, on this tour, most likely was Elvis´ pink and white Ford Crown Victoria. Elvis, Scotty, Bill and D. J. headed for the studio to meet Tommy and Jimmy Dorsey, who were the hosts of the show, and to rehearse the songs they had chosen for the first national television appearance. The show would go on the air at 8:00 p.m. (EST) from the CBS studio which was located on Broadway between 53rd and 54th Street. The show featured the June Taylor dancers and guests on this Saturday were: Sarah Vaughan, Gene Sheldon and of course, Elvis Presley. Elvis' appearances on the *Stage Shows* were, unfortunately, filmed in black and white so it is almost impossible to know which colours Elvis had on his clothes. However, by careful comparison I have come to the conclusion that Elvis wore his black coat with white threads sewn into the fabric. Underneath his coat he wore a black or red shirt and a white tie. His trousers were probably dark blue with a silken stripe down each leg. Parts of Elvis´ appearances on the *Dorsey Shows* have been available on video for a long time. Only recently has the complete portion of all of Elvis´ six appearances become available and what a joy it is to watch these magnificent performances.

Then the big moment arrived. Many a teenager all across the country sat glued to the television and watched in amazement as their idol entered the stage. At the same time quite a number of adults watched the show out of curiosity. They just had to see for themselves who this guy was that their teenage daughters were so crazy about.

The following is a transcript of Elvis' first national television appearance.

Tommy Dorsey: Ladies and Gentlemen, I'd like to present one of radio's most listened to disc jockeys: Bill Randle, William!

Bill Randle: We´d like you to this time to introduce you to a young fellow who like many performers, Johnny Ray among them, came up out of nowhere, to be overnight very big stars. This young fellow we saw for the first time on making movie shorts. We think tonight, that he is gonna make television history for you. We´d like you to meet him now. Elvis Presley, and here he is!

Elvis sings: "*Shake, Rattle and Roll/Flip, Flop and Fly.*"

Elvis: Thank you very much. Thank you very much ladies and gentlemen. And now, we'd like to do a song, called: "*I Got A Woman - Way Over Town*"

Elvis sings: "*I Got A Woman*"

Tommy Dorsey: Thank you, thank you very much Elvis Presley! Wasn't he wonderful?

Jimmy Dorsey: He's great! Why don't we get him over to Roseland later on tonight?

Tommy Dorsey: He comes over to Roseland.

Jimmy Dorsey: Why don't we get him back on the show next week?

Tommy Dorsey: That's already been taken care of. Elvis Presley will be back next week.

Elvis on *Stage Show*, January 28, 1956

The "movie shorts" mentioned by Bill Randle in his introduction of Elvis, refers to footage filmed some months earlier in Cleveland, Oh. The film is known as "*The Pied Piper of Cleveland* " and is, at writing-time, unseen by the majority of the general audience. It has been misplaced for many years.

Roseland, which was mentioned by Jimmy and Tommy Dorsey was one of the most popular dance places in New York in the 1950's. Elvis apparently visited this place after the *Stage Show* which, on the other hand, probably means that

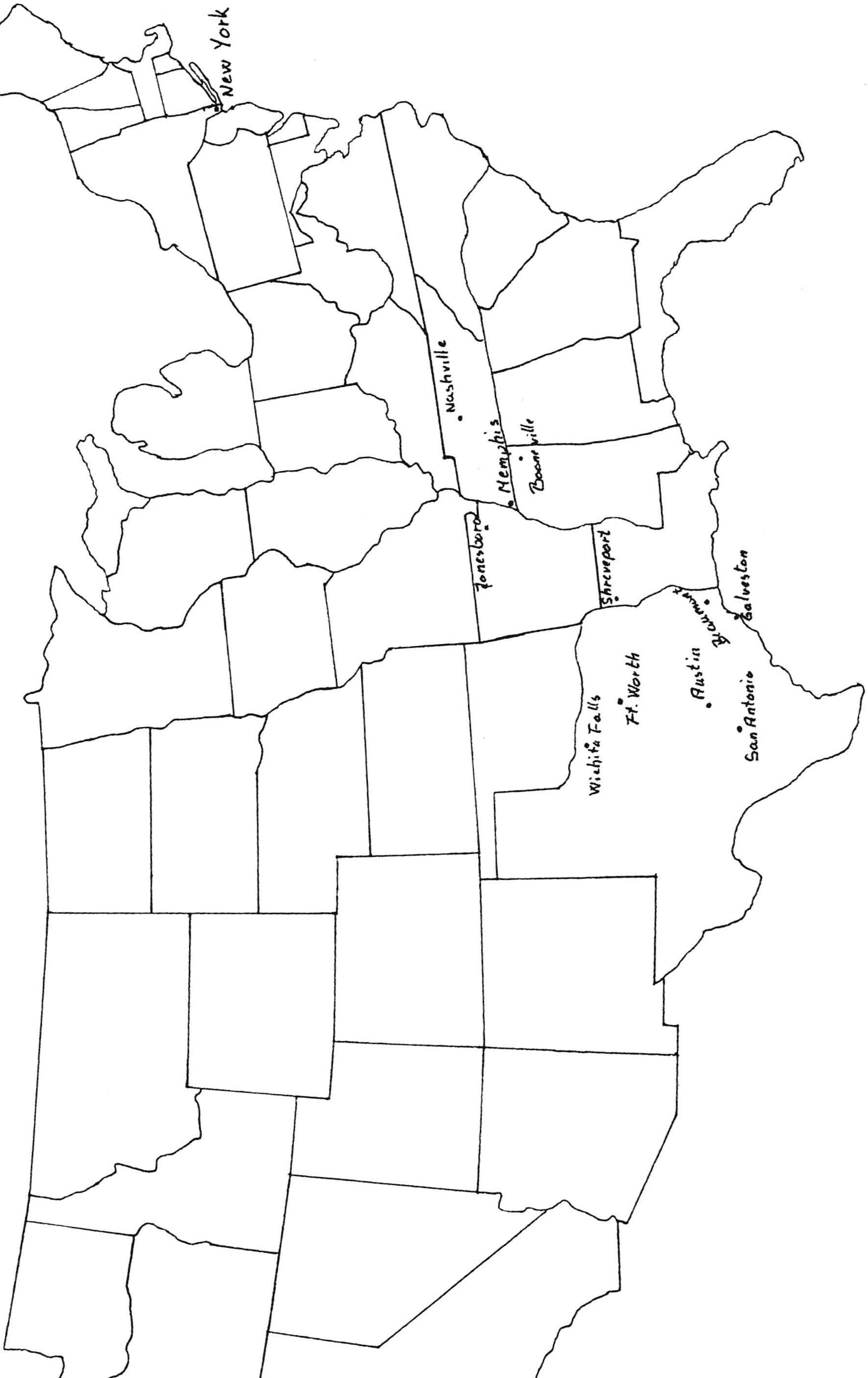
he was going to stay in New York the following day. Did Elvis spend the next seven days in New York? He was in the RCA Studio at 155 East 24th Street on January 30, January 31 and February 3. On February 4 he was going on his second TV appearance. What did he do on January 29, February 1 and February 2? It is believed that he attended a Chuck Berry show at the Apollo Theater while in New York.

On January 30 Elvis went into the RCA Victor Studio in New York for his first recording session in New York. The session lasted from 11:00 a.m. till 6:00 p.m. with a break from 2:00 p.m. till 3:00 p.m. Apart from Elvis, Scotty, Bill and D.J. only Shorty Long, on piano, took part in the sessions in New York. During the first part of the session two songs were recorded. First they put Carl Perkins´ "*Blue Suede Shoes*" on wax and then "*My Baby Left Me*" written and recorded in 1950 by Arthur Crudup. In the afternoon they put down Bill Campbell´s "*One-Sided Love Affair*" and "*So Glad You're Mine*," another song Arthur Crudup had written and recorded in 1946.

The next day, on the very day the authour of this book was born, the studio was booked from 12:00 p.m. till 3:00 p.m. during which time they recorded "*I'm Gonna Sit Right Down And Cry (Over You)*," written by Thomas and Howard Biggs and first recorded by Joe Thomas in the early 1950´s. The last number recorded on this date was the 1956 Little Richard rhythm-and-blues hit "*Tutti Frutti.*"

January 1956

1 . s				
2. m				
3. t	Von Theatre		Booneville, Ms.	6:00, 8:00
4. w	Community Center,		Jonesboro, Ar.	8:00
5. t	RCA meeting		Nashville, Tn.	
6. f			Memphis, Tn.	
7. s	Municipal Auditorium	(H)	Shreveport, La.	8:00
8. s			Memphis, Tn.	
9. m			Memphis, Tn.	
10. t	RCA studio		Nashville, Tn.	2:00- 10:00
11. w	RCA studio		Nashville, Tn.	4:00- 7:00
12. t			Memphis, Tn.	
13. f	Humes High School		Memphis, Tn.	
14. s	Remote broadcast	(H)		8:00
15. s	Municipal Auditorium		San Antonio, Tx.	3:00, 8:00
16. m	City Auditorium		Galveston, Tx.	8:00
17. t	City Auditorium		Beaumont, Tx.	7:00, 9:00
18. w	Coliseum		Austin, Tx.	8:00
19. t	Memorial Auditorium		Wichita Falls, Tx.	7:00, 9:00
20. f	North Side Coliseum		Fort Worth, Tx.	8:00
21. s	Municipal Auditorium	(H)	Shreveport, La.	8:00
22. s	Flight to		New York, N.Y.	
23. m				
24. t				
25. w				
26. t				
27. f				
28. s	CBS studio, 1st Dorsey		New York, N.Y.	8:00
29. s				
30. m	RCA studio		New York, N.Y.	11:00- 6:00
31. t	RCA studio		New York, N.Y.	12:00- 3:00


New York
Nashville
Memphis
Booneville
Jonesboro
Shreveport
Beaumont
Galveston
Wichita Falls
Ft. Worth
Austin
San Antonio

February 1956

The last of the sessions in New York took place from 10:30 a.m. till 1:30 p.m. on February 3. They didnt have any new material that suited Elvis so they recorded "*Lawdy Miss Clawdy*," which had been number one for seven weeks on *Billboard*´s rhythm and blues chart in 1952 for Lloyd Price, who had also written the tune. Next song recorded was the 1954 Joe Turner rhythm and blues hit "*Shake, Rattle And Roll*," a song Elvis had already performed on his first national TV appearance. During his stay in New York, Elvis called home and talked with Dewey Phillips, told him they wanted him for thirteen weeks on the *Stage Show*, but that he was only able to make four more appearances due to bookings in Las Vegas and Florida and that Warrick Studios, a movie outfit, had signed him and that he was going to attend theatrical school. Was this just one of Col. Parker's tricks to get the wheels spinning and get the Hollywood movie outfits interrested in Elvis or did he actually consider having Elvis attend a theatrical school in New York.

On February 4 it was time for Elvis' second appearance on the *Stage Show*. Other guests this time were comedian Joe E. Brown, Tippy and Cobina, a chimpanzee act. Next time you sit down to watch this performance try to picture this. Elvis was dressed in his kelly green jacket with a matching tie. The shirt he had on was yellow and the slacks were blue with a stripe running down each side. I have studied Elvis´ clothing very carefully on hundreds of photographs and the spots on the jacket Elvis wore reveal that it was in fact his kelly green jacket he had on and not a fawn coloured one as mentioned in another book. Jimmy Dorsey started the show by welcoming the ladies and gentlemen to the *Stage Show*. Then Tommy Dorsey said that "We´ve got a lot to do tonight. We´re going to bring you a great star, stage and screen, Mr Joe E. Brown, and a young man who made a hit with us last week. A new singer by the name of Elvis Presley." The Elvis portion of the show went like this:

Tommy Dorsey: Those of you who watched the show last week saw for the first time on television a young gentleman that we think is gonna do a lot of pleasure in the entertainment field. We bring, brought him back again. And here he is. Ladies and gentlemen: Elvis Presley!

Elvis sings: "*Baby, Let's Play House*".

Elvis: Thank you very much!! Thank you very much ladies and gentlemen. And now, a little song that really tells a story. It really makes a lot of sense. It goes something like this:

Elvis sings: "*Tutti Frutti*".
Jimmy Dorsey: Well, brother Tom, that, that does it for tonight. Say, that Elvis Presley, he certainly is a fine performer, isn't he?
Tommy Dorsey: He sure is!
Jimmy Dorsey: Yeah!
Tommy Dorsey: He sure is, and we'll have him back with us next week.

Elvis on *Stage Show*, February 4, 1956

The first show of the folowing week took place at the Mosque Theater in Richmond, Va. on Sunday, February 5. Once again, quite a number of books have this appearance taking place on a wrong date. According to an article printed in the *Richmond News-Leader* in late January, this was Elvis' third appearance in Richmond in less than twelve months. The article further mentioned that the young country and western style singer had become one of the most popular performers on records as well as on stage performances in less than two years and that he was in demand for stage performances as well as being a regular with the *Louisiana Hayride* and the *Grand Ole Opry* shows.

Elvis took his show to Greensboro, N.C. where he played four shows at the National Theater on Monday, February 6. A fake advertisement exists for a show in Greensboro on this date with a showtime at 8 p.m. The holder of such an advertisement will, by carefull observation, notice that the photo that accompanies the advertisement is from the movie "*Love Me Tender*." There is also a false advertisement for a show in Buffalo, N.Y. on January 21, 1956 in existence. This one also has the "*Love Me Tender*" photo. Back in New York Steve Sholes wrote a letter to Col. Tom Parker telling him he should be proud of Elvis because he had conducted himself very well after Parker left New York. At a press party he mingled with all the guests and made a very good impression on everyone. As a result he was very hot in New York.

Elvis starred in four shows at the Center in High Point, N.C., on Tuesday, February 7. On Wednesday he was booked for four shows at the Ambassador in Raleigh, N.C., and on Thursday, february 9, he was headlined in four personal appearances at the Carolina Theater in Spartanburg, S.C. There was no reviews for any of the personal appearances.

On Friday, February 10, Elvis took his show to Charlotte, N. C. where he was booked for four appearances at the Carolina Theatre. Below you can read for yourself what the local papers had to say about Elvis´ personal appearances in Charlotte.

Our Gals Go Ga-Ga Over Elvis

When one of the country's biggest record companies toted up the sales score last week it found that the voice of a relatively unknown young man was one of the hottest things on wax.

In one day alone there were orders for 29,000 of his records. The weekly total for all his discs passed the 100,000 mark.

This young man, name of Elvis Presley, was also the hottest thing in Charlotte yesterday.

Some 6,000 persons, mostly teen-agers, poured into the Carolina Theater to see the four shows he presnted on the theater stage.

A thousand or so were turned away. The ticket line for the 9 p.m. show extended from the box office up Tyron to the 5th St. intersection and down 5th St. to College.

There was also another line leading from the box office to 6th and down 6th halfway to College. These were people who wanted to buy tickets but were held up until the management was sure there was enough room for them. Some of them got in.

Presley is a rock and roll singer with a style all his own. The squeals of delight from the young female members of his audience were reminiscent of the welcome bobby soxers gave Frank Sinatra during the war.

Some people call him a hillbilly rock and roll artist. Presley is the first to disagree.

"No, don't call me that," he said backstage between shows. "Hillbilly isn't doing so good now. I don't know what style I have. I never could answer that question."

But whatever style he had, it was pleasing to Charlotte audiences. Girls jumped up in their seats, waved their arms to attract attention. One cut a flip on the floor in front of the stage.

One or two decided they wanted to go backstage and 50 or 60 followed suit, all ganging up on the entrance at the right front exit. The extra policemen on duty asked them to return to their seats.

Many more ganged up on him as he walked out on the street. Said one frustrated girl who was denied permission to go backstage.

"I'll just die if I don't shake his hand ."

To all his admirers Presley was courteous, sometimes shaking his head in bewilderment.

"It's amazing. I just can't believe this myself."

Presley left here early this morning for New York where he will appear on the Jackie Gleason TV show tonight. Yesterday it was announced he has signed for two more appearances on this show later this spring.

Twenty years old, Presley stands six feet, weighs 180 pounds. He has blue eyes, and brown hair which he wears rather long. He also wears a sleepy-eyed look when he walks on stage, because, as he told one interviewer, "People expect me to look that way, so I do."

It all started for Presley in 1953, when he happened to pass a recording studio in his home city of Memphis.

He went in and recorded a song which he gave his mother.

Somehow, someone heard the song. A year and a half later The Sun Record Co. called him in and offered him a contract.

One of the songs, "Blue Moon Of Kentucky" sounded pretty good to Col. Tom Parker. Col. Parker, a showman who helped build Eddie Arnold into one of the nation's favorites, took Presley under his wing.

Parker changed his style, helping Presley make the switch from a ballad to a rock and roll singer. Now the boy whacks his guitar with such gusto he sometimes breaks a dozen strings a night.

He sings something in the style of Johnny Ray, with a little of Frankie Laine thrown in.

Charlotte News, February 11, 1956

ELVIS PRESLEY . . . Shakes, rattles; audience rolls

Presley Plucks Rhythmic Response From His Fans

By BARBARA BRAWLEY
Observer Staff Writer

Elvis Presley shook, rattled and almost rolled on stage while a large teen-age audience shrilled its approval Friday.

Tabbed "number one new singer in the nation" by Billboard, and other trade magazines, the 21-year-old six footer is adding the rhythm of the blues to western music.

Teen-agers with school books in their laps chewed gum rhythmically as Presley combined the facial solemnity of Bo Diddler with the physical zest of LaVern Baker in "Blue Suede Shoes" and "Maybelline."

The fame of the versatile singer and guitarist (whose best selling recording, "I Forgot to Remember" is as western as Eddie Arnold), has mushroomed since his appearance on Tommy and Jimmy Dorsey's television show last week.

Currently appearing on the Jackie Gleason show, the former Memphis High School football player, got his start when he made a record company listen to his home recording. He was called a year and a half later, while he was studying to be an electrician, to make his first record, "That's All Right, Mama."

His music seems to be all right with the teen-agers too, who perched on their seats and clapped in time to "Rock Around the Clock" as the Brando-like singer took a rubber-leg stance and sent 'em with his new musical style.

Noted to his fans for his pink Cadillac and his "mop" of dark hair with sideburns, Presley is moving on to new fields. Within the next few months he'll study acting in New York with the hopes of entering the movies "in any kind of role they give me." He'll do that in addition to making new platters with the recording companies.

Presley made four appearances at Carolina Theater Friday while on a Southern tour with Mother Maybelle and the Carter Sisters of "Grand Ole Opry."

Charlotte Observer, February 12, 1956

On Saturday morning, February 11, Elvis, Scotty, Bill and D. J. Fontana headed north again for their third appearance on the *Stage show*. The June Taylor dancers opened the show and the guests for this show were Ella Fitzgerald, Jackie Miles and Elvis. This time Elvis wore a cream coloured jacket, white shirt, dark tie and trousers. During "*Heartbreak Hotel*" the Dorsey Brothers Orchestra supplied back-up for Elvis instead of Scotty, Bill and D. J.

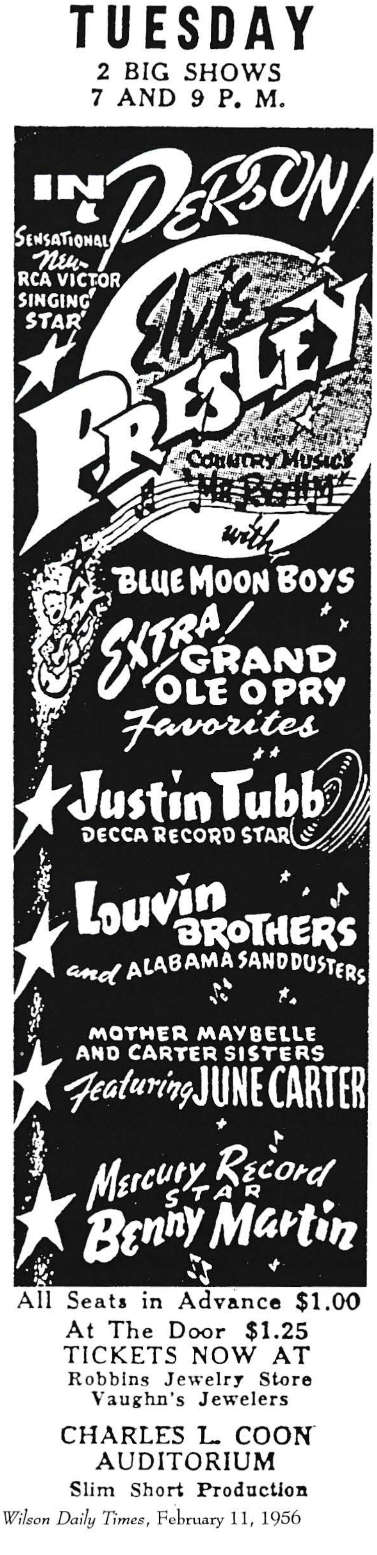
Until recently we have only been able to listen to this version of "*Heartbreak Hotel,*" but thanks to the release of the *Complete Dorsey Shows* video we can now watch Elvis perform the song as well. The version is very bluesy and from watching the footage of the song it is very clear that Elvis is not completely at ease with this back-up. As a matter of fact, the next time Elvis sang this song on the *Dorsey Show* he was back to being backed by his own musicians. This is how the show went.

Tommy Dorsey: Here is a fellow we've been doing a lot of talking about the last cuple of weeks. Elvis Presley!
Elvis sings: "*Blue Suede Shoes.*"
Elvis: Thank you very much ladies and gentlemen. And now a little song that we have on record, RCA Victor, entitled: "*Heartbreak Hotel.*"
Elvis sings: "*Heartbreak Hotel.*"
Tommy Dorsey: Now, that was Elvis Presley, isn't he wonderful? And all of you folks down Norfolk, way down Norfolk, Va. that is, you have a chance to see Elvis Presley tomorrow night at Monticello Auditorium.
Jimmy Dorsey: And he'll be back with us next week.

Elvis on *Stage Show*, February 11, 1956

On Sunday, February 12, Elvis and his band headed for Norfolk, Va. where they were booked for three shows at the Municipal Auditorium. The next day one of the local papers reported that the Municipal Auditorium had its biggest day Sunday when a total of 9,900 fans of country-style music jammed into the arena for the three shows. This was the largest crowd for a single day since the Auditorium was opened. It was further reported that the crowd was so large that lines in front of the box office stretched all the way to Granby Street and that Elvis' records were selling at a rate of 100,000 a week.

Touring the East Coast between his six guest shots on the *Stage Show*, Elvis was booked for three performances at the Paramount Theater on Washington Avenue in downtown Newport News, Va. the next day. In his appearances Elvis rocked the audience, calling on a host of numbers like: "*Blue Suede Shoes,*" "*I Was The One,*" "*Shake, Rattle And Roll,*" "*Money Honey*" and his first number one hit, for RCA-Victor, "*Heartbreak Hotel.*" The audience was ecstatic, clapping, shouting, crying and screaming. After one of the shows Elvis went to the Sanitary Restaurant where he had a bite to eat. Almost everyone, except for some worried parents, liked him very much. Mr and Mrs Jerome Gordon, who owned the Palace Theater in Newport News, struck up a friendship with Elvis that would last for many years. Elvis took the city by storm, kept local teenagers out past curfew and thereby added fuel on parental fires and won at least one other friend from the Oscar Smith High School. Miss Aurelia Leigh, principal of the school, was interrupted by Elvis who introduced himself. Not being completely oblivious to current musical trends, Miss Leigh recognized Elvis at once and happily introduced him to students who ran the school's radio station. Elvis brought a photographer with him and some of the photos taken in Newport News ended up in the next tour program, which would be on the stands in April. The program is reproduced on pages 56-62 and the photo of the Paramount Theater on page 59 was take in Newport News, Va. during Elvis' personal appearances at the theater. As you can see on the marque Elvis played not only the three booked shows. As was the case in many other places he also did an extra added show due to the incredible outturn of teenagers who wanted to see Elvis in person. The extra show started at 11 p.m. Rumours that Elvis received a ticket for driving his Cadillac backwards on Washington Avenue has never been substantiated.



TUESDAY
2 BIG SHOWS
7 AND 9 P. M.

IN PERSON!
SENSATIONAL New RCA VICTOR SINGING STAR
Elvis PRESLEY
COUNTRY MUSIC'S "MR RHYTHM"
with
BLUE MOON BOYS
EXTRA! GRAND OLE OPRY Favorites
Justin Tubb
DECCA RECORD STAR
LOUVIN BROTHERS
and ALABAMA SANDDUSTERS
MOTHER MAYBELLE AND CARTER SISTERS
Featuring JUNE CARTER
Mercury Record STAR
Benny Martin

All Seats in Advance $1.00
At The Door $1.25
TICKETS NOW AT
Robbins Jewelry Store
Vaughn's Jewelers

CHARLES L. COON
AUDITORIUM
Slim Short Production

Wilson Daily Times, February 11, 1956

On Valentine's Day, February 14, Elvis and his group of friends and musicians drove to Wilson, N.C. for two appearances at the Charles L. Coon Auditorium. According to a 1993 newspaper story so many people turned out for the two shows that they had to add a third one. At all three appearances Elvis rocked and rolled through his usual 20-minute performance and the audience went crazy. During one of his shows a young teenage girl even tried to jump from the balcony to get on stage with Elvis. When the shows were over, Elvis and his group headed for Cliff's Drive-In, where Elvis ate eggs and a pound of bacon. The story goes that he kept sending the bacon back to the kitchen as he wanted it real burnt. The advertisement for the show, which is reprinted on the left, was similar to almost all the other advertisements that were placed in the local papers for the personal appearances during the month of February.

Elvis stayed in N.C. the next day as he was booked for an appearance in Burlington. The country boy pop singer brought with him his combo and played for local folks at Williams H. S. Auditorium. The throng of spectators who crowded the High School Auditorium to see Elvis that night, later went wild as he strutted and danced across the stage. After the show teenagers pushed to the front of the auditorium for a closer look at the young man who´d electrified them. Elvis had dinner at the Brightwood Inn on the night he was in town. While his band occupied one table, Elvis and his local date chose a more private area in the restaurant.

The "20-year-old fireball with sideburns and two Cadillacs" sang his own brand of country-bop tunes at three performances on Thursday, February 16, at the Carolina Theatre in Winston-Salem, N.C. The following day the local press said: "A most remarkable young man named Elvis Presley came to town yesterday and rocked the staid old Carolina Theater to its very dignified roots. Mr Presley must be seen if he is to be believed - and even then he seems somewhat unbelievable. He plays (beats would be a better word) the guitar. He sings (almost any other word would be better there). But, somehow, he wows 'em. Mr Presley is a part of the new musical phenomenon called "Rock'n'roll." He slouches; he scratches; he mugs; he bumps and he grinds. He brings to the stage one of the most monumental conceits seen in these parts in many a day. But he produces, which makes the conceit all right, perhaps. Singing such Twentieth Century classics as "*Blue Suede Shoes*" and "*Tutti Frutti,*" he sent a matinee houseful of teenagers and other music-lovers into an orgy of hand-clapping, foot-stamping and tonsil-straining screaming. It is extremely doubtful that the Carolina Theater has ever seen a more enthusiastic audience. And when the show was over, the long-lonely stage door on North Marshall Street had a cluster of excited youngsters waiting, hoping, praying for a closer look and, perhaps, an autograph from the handsome young man. The earlier part of the show was devoted to a considerably less strenuous rendering of several selections of what is often called "country music" though a number of city folks are addicted to it. There were old "country" favorites such as "*Avalon*" and "*I Wore Dark Glasses to Your Wedding to Hide the Tears in My Eyes*" But even in this - the country ham and corn portion of the musical menu - Rock'n'Roll was moving in. Justin Tubb, the Grand Ole Opry favorite, got his biggest hand from a most uncountrified selection called "*Pepperhot Baby.*" And there were others. Tubb, the Louvin Brothers, the Carter Sisters and Benny Martin all got applause and whistles enough to satisfy most performers in the spotlight. But the frenzy, the hysteria, the wild and wonderful shrieks of sheer joy, these were reserved for the remarkable young man with the long hair, the pearly teeth, the stylish slouch, the incredible conceit: Elvis Presley."

On Saturday, February 18, it was back to New York for the fourth *Stage Show*. From this Saturday on the show had traded place with the *Jackie Gleason Show* and was now shown at 8:30-9:00 (EST). Guests this time, apart from the June Taylor dancers and Elvis were George de Witt and the Tokayers. This time Elvis was dressed in his black coat with white threads sewn into the fabric, a white shirt, dark tie and black trousers. During "*Tutti Frutti*" Elvis went up in a falsetto voice on two occasions which puzzled Scotty Moore, who tried to figure out what happened. The audience started clapping their hands in time to the music. This is how the show went:

Jimmy Dorsey: Brother Tom and I welcome you to *Stage Show.*

Tommy Dorsey: That's right James. We have a nice show lined up, ladies and gentlemen, and the next young man we're going to introduce has made a fabulous success throughout the country doing one-nighters and working in nightclubs. He's been causing quite a sensation here on *Stage Show* these last few weeks, and we'll bring him back right now to repeat a number he did a few weeks ago called: "*Tutti Frutti.*"
Ladies and gentlemen, here is Elvis Presley!

Elvis sings: "*Tutti Frutti.*"

Elvis: Thank you very much friends, and now we'd like to do a song for you that we have on record. The song is called: "*I Was The One.*"

Elvis sings: "*I Was The One.*"

Elvis on *Stage Show*, February 18, 1956

On Sunday, February 19, Elvis played three shows in Tampa, Fl. at the Ft. Homer Hesterly Armory. Elvis sometimes caught a plane when travelling those extra long distances and it is most likely that he even took a plane down to Tampa instead of driving the 1150 miles. The *St. Petersburg Times* had a little story about Elvis coming to Tampa but misspelled his name "Elvin." During his stay in Tampa Elvis was interviewed by Ray Pillow. Following below is a transcript of what is known of this interview.

Ray Pillow: Ahhmm.

Elvis: Ahhh, ahhh it's got songs that I've never recorded before and everything.

Ray Pillow: Ahhmm, that's fine.

Elvis: It's got stuff like "*Tutti Frutti*", "*I Got A Woman Way Over Town.*"

Ray Pillow: Yeah, Pat Boone ahh, put that one out, didn't he?

Elvis: Yeah, Pat Boone recorded it.

Ray Pillow: We had a lot of arguing about that song, who does it the best, but there is no doubt in my mind. You have it sound the best, full of rhythm. Well, I appreciate a whole lot of talking to you Elvis and ahhh, I'll be looking for you to come back around again.

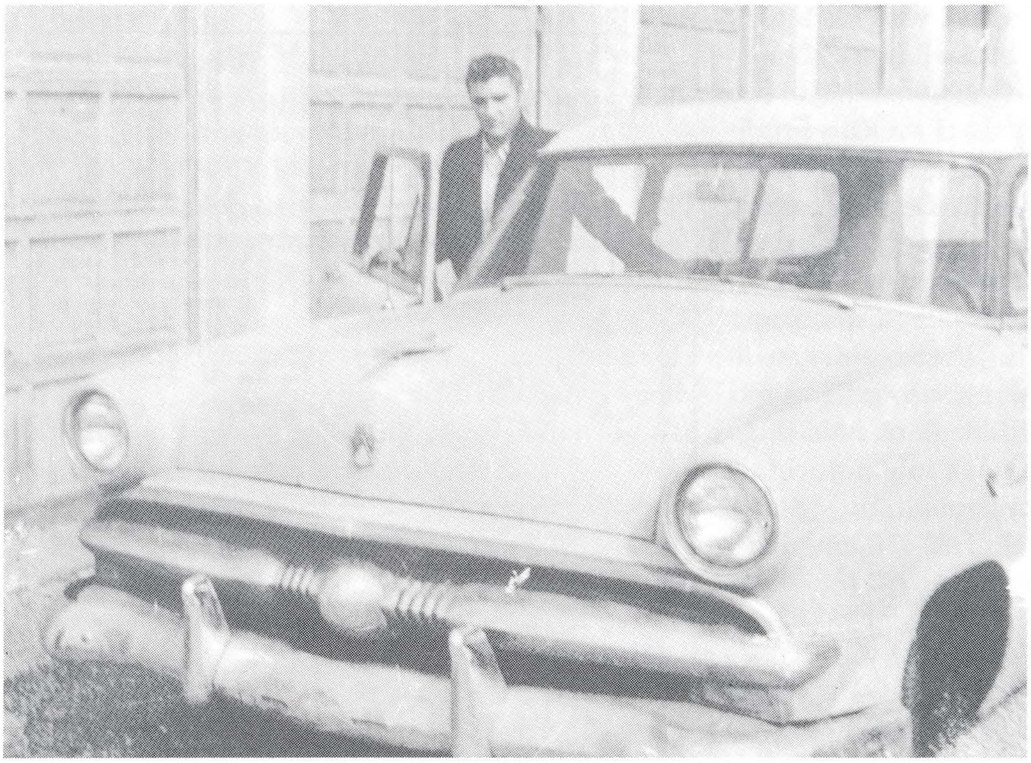
Elvis: Ray, it's a pleasure and thanks a lot.

Ray Pillow: Did you ever play Detroit?

Elvis: Never have.

Ray Pillow: Well, thanks a lot and ahhh, I'll play this for a long time to come.

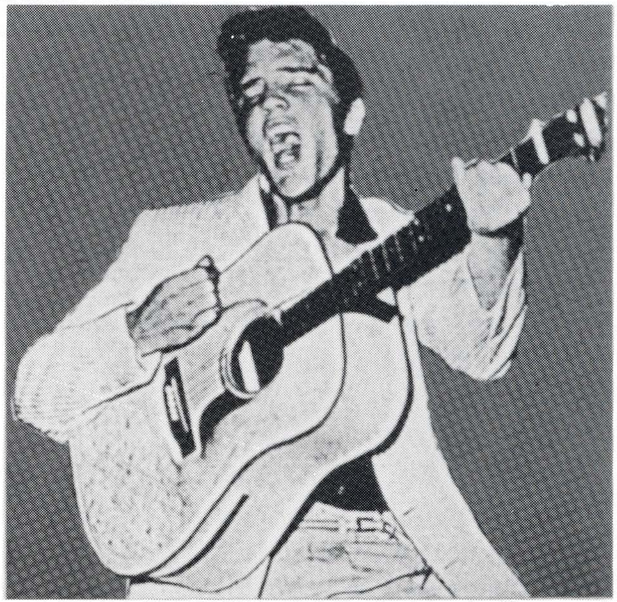
Elvis: Thank you Ray.



Elvis in Tampa, Fl. on February 19, 1956 with his Ford Crown Victoria

The following morning they all headed east to West Palm Beach where they were booked for four shows at the Palms Theater. There were no reviews of the shows in any of the local papers as was the case with several appearances during the first three months of 1956.

On Tuesday, February 21, Elvis played four shows at the Florida Theater in Sarasota. There were no reviews in the local papers but the *Sarasota Herald Tribune* dedicated two pages on August 16, 1987 to this show. It was a beautiful 75-degree day in sunny Sarasota

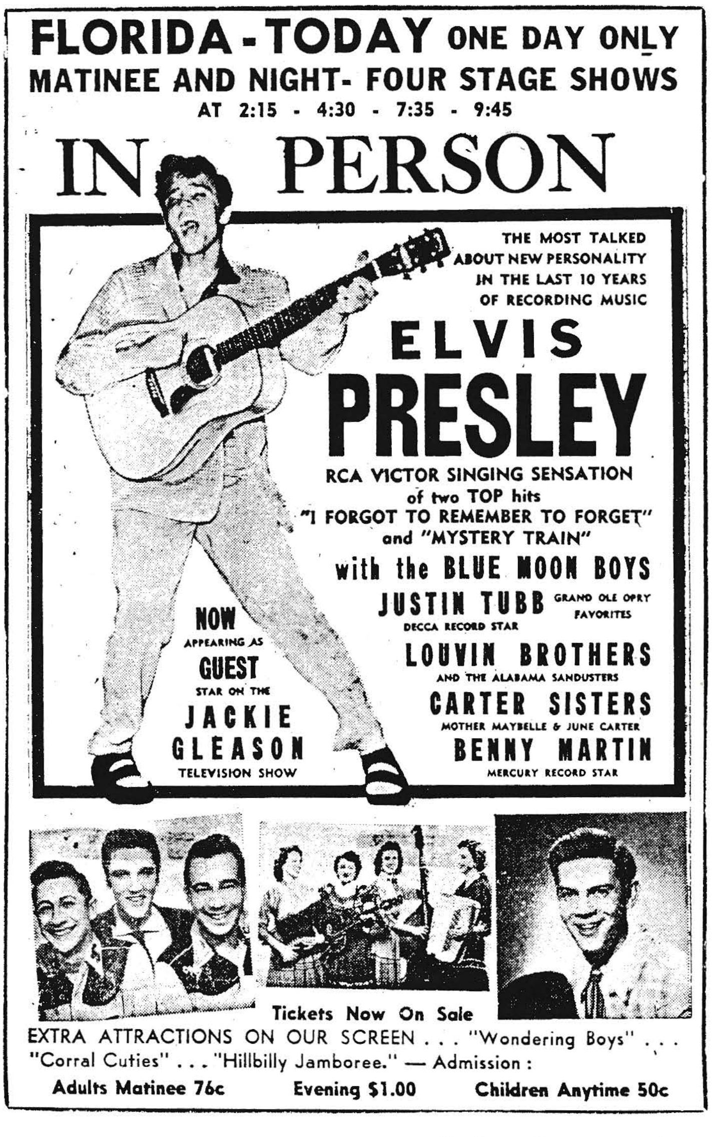


ON STAGE IN PERSON---Elvis Presley (above) will appear at the Palms Theatre tomorrow only for four shows. His cast includes Mother Maybelle and the Carter Sisters, the Louvin Brothers, Justin Tubbs and Benny Martin. On the screen will be Tennessee Ernie and Webb Pierce supplying Western music.

Palm Beach Post, February 19, 1956

when Elvis arrived to the city. In between the first two shows he sat in the almost empty theater and watched a Western movie from the third row with his feet up. Fans were allowed into the alley next to the theater to get an autograph or maybe a kiss. According to local fans Elvis had at least three meals in Sarasota: One in the Waffle Shop where he ordered poached eggs and pan fries and another in Chuck's Deli. A third meal, really a snack, was eaten by Elvis at a concession stand near the Florida Theater.

From Sarasota Elvis and his group of friends and musicians turned their cars around and rolled into the state of Georgia. Elvis, billed as the Memphis Fireball, with his highly publicized musical show was booked for two shows at the City Auditorium in Waycross on Wednesday, February 22. The rather tall, dark complexioned Elvis came on stage wearing a lime green shirt with rhinestone cuff links and his dark hair slicked back into a ducktail. Pandemonium. Songs included "*Baby Let's Play House*," the popular "*Tuttti Frutti*, "*Heartbreak Hotel*" and Carl Perkins' "*Blue Suede Shoes*." Elvis reported that Jackie Gleason was trying to out-do smooth Perry Como and added that Como had already outdone Gleason, and asked that fans write in to keep him on. He stressed that when the fans bought his records they "put a lump in my billfold."



FLORIDA - TODAY ONE DAY ONLY
MATINEE AND NIGHT- FOUR STAGE SHOWS
AT 2:15 - 4:30 - 7:35 - 9:45

IN PERSON

THE MOST TALKED ABOUT NEW PERSONALITY IN THE LAST 10 YEARS OF RECORDING MUSIC

ELVIS PRESLEY

RCA VICTOR SINGING SENSATION
of two TOP hits
"I FORGOT TO REMEMBER TO FORGET"
and "MYSTERY TRAIN"

with the BLUE MOON BOYS

JUSTIN TUBB GRAND OLE OPRY FAVORITES
DECCA RECORD STAR

LOUVIN BROTHERS
AND THE ALABAMA SANDUSTERS

CARTER SISTERS
MOTHER MAYBELLE & JUNE CARTER

BENNY MARTIN
MERCURY RECORD STAR

NOW APPEARING AS GUEST STAR ON THE JACKIE GLEASON TELEVISION SHOW

Tickets Now On Sale

EXTRA ATTRACTIONS ON OUR SCREEN . . . "Wondering Boys" . . . "Corral Cuties" . . . "Hillbilly Jamboree." — Admission :

Adults Matinee 76c Evening $1.00 Children Anytime 50c

Sarasota Herald Tribune, February 21, 1956

On Thursday they were back in Florida again. Elvis was booked for two days at the Baseball Park in Jacksonville. After the Thursday-show Elvis collapsed in the car and was taken to the hospital where he was examinated. The doctor told him he had to slow down, that he was using as much energy in twenty minutes as a working man does in eight hours. Elvis, knowing he had another show the next day, went back to the hotel for some sleep and the next night he was back on the stage in Jacksonville. Rumour has it that Elvis faked this collapse just to get some attention from Anita Carter of the Carter Family.

As soon as his Friday night show in Jacksonville was over Elvis and the boys headed west to Shreveport, La. for another appearance on the *Louisiana Hayride* on Saturday, February 25. The show featured Elvis along with Johnny Cash, Jack Ford, Hoot and Curley, Jimmy Newman, Buzz Busby and the Bayou Boys, Jeanette Hicks, George Jones, Buddy Attaway and David Houston.

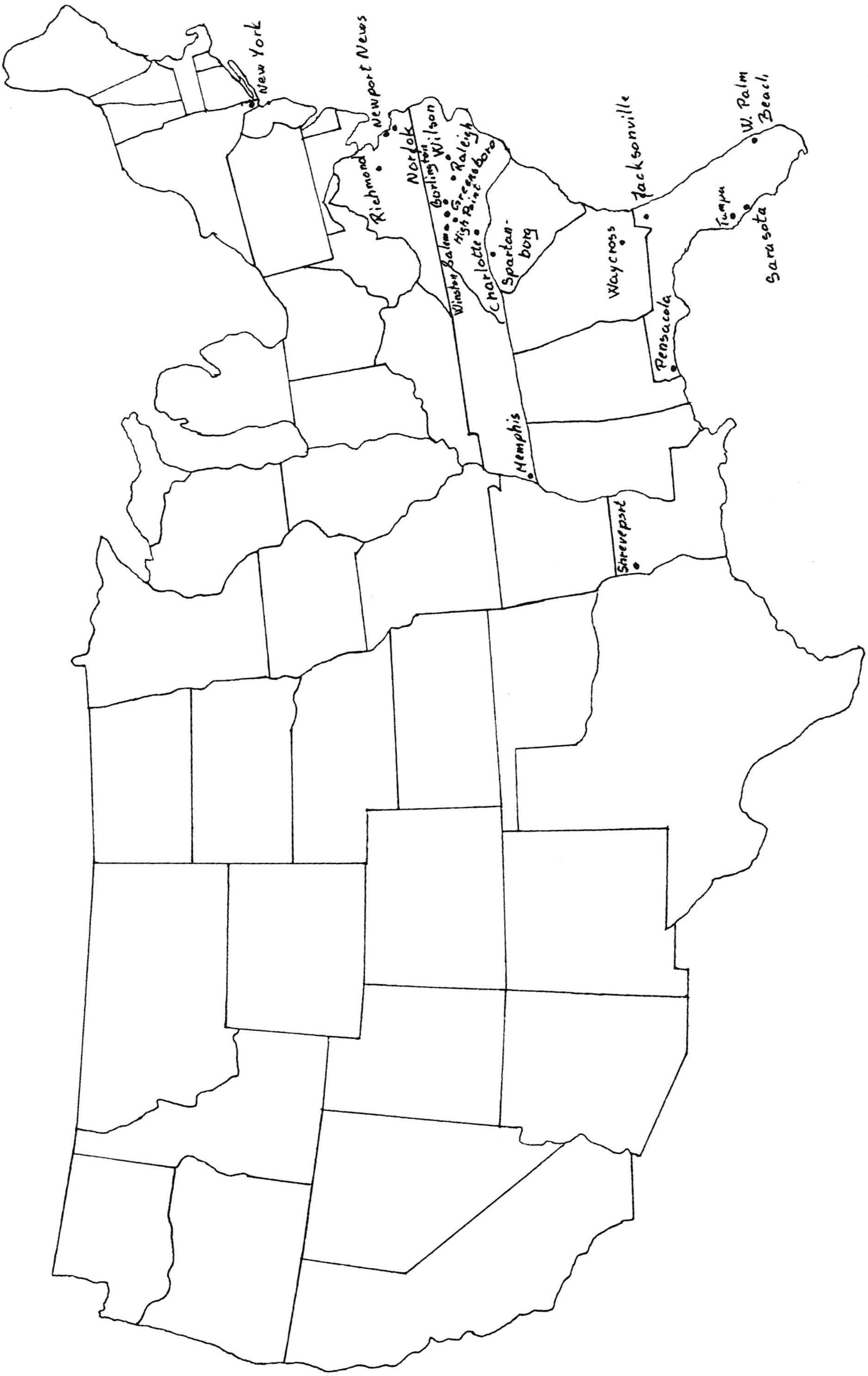
The next day, Sunday, February 26, Elvis, Scotty, Bill, D. J., Gene Smith and Red West headed back to Florida in Elvis´ pink and black Cadillac sedan and the pink and white Ford Crown Victoria. Elvis was booked for three shows in Pensacola. After the last show was over Elvis went upstairs and thanked the lighting crew.

It is not known whether Elvis came back to Memphis on February 27 or if he played another show somewhere in the South. Whether he came back on February 27 or 28, it had been an entire month since he had last been at home. He spent the next 17 days at home, except for two appearances on the *Louisiana Hayride* on the following two Saturdays.

At about 4 p.m. on Tuesday, February 28, Elvis was out for a ride in his yellow Cadillac Eldorado convertible and, as he was wheeling into a garage at Fourth and Gayoso, another car, driven by Bernice Harris, clipped his back bumper. She was charged with reckless driving and would have to appear in City Court two days later along with Elvis.

February 1956

1. w							
2. t							
3. f	RCA studio		New York, N.Y.			10:30-	1:30
4. s	CBS studio, 2nd Dorsey		New York, N.Y.				8:00
5. s	Mosque Theater		Richmond, Va.			2:30,	8:30
6. m	National Theater		Greensboro, N.C.	2:30,	4:30,	7:00,	9:00
7. t	Center		High Point, N.C.	2:30,	4:30,	7:00,	9:00
8. w	Ambassador		Raleigh, N.C.	2:30,	4:30,	7:00,	9:00
9. t	Carolina Theater		Spartanburg, S.C	3:15,	5:15,	7:15,	9:15
10. f	Carolina Theater		Charlotte, N.C.	2:30,	4:30,	7:00,	9:00
11. s	CBS studio, 3rd Dorsey		New York, N.Y.				8:00
12. s	Municipal Auditorium		Norfolk, Va.		2:00,	5:00,	8:00
13. m	Paramount Theater		Newport News, Va.	4:30,	7:00,	9:00,	11:00
14. t	Charles L. Coon Auditorium		Wilson, N.C.		7:00,	9:00,	11:00
15. w	W. Williams H. S. Auditorium		Burlington, N.C.				8:00
16. t	Carolina Theater		Winston-Salem, N.C.		4:30,	7:00,	9:00
17. f							
18. s	CBS studio, 4th Dorsey		New York, N.Y.				8:30
19. s	Ft. Homer Hesterly Armory		Tampa, Fl.		2:00,	5:00,	8:00
20. m	Palms Theater		W. Palm Beach, Fl.	2:00,	5:00,	7:00,	9:00
21. t	Florida Theater		Sarasota, Fl.	2:15,	4:30,	7:35,	9:45
22. w	City Auditorium		Waycross, Ga.			7:00,	9:00
23. t	Ball Park		Jacksonville, Fl.				8:15
24. f	Ball Park		Jacksonville, Fl.				8:15
25. s	Municipal Auditorium	(H)	Shreveport, La.				8:00
26. s	City Auditorium		Pensacola, Fl		2:00,	5:00,	8:00
27. m							
28. t	Cadillac accident		Memphis, Tn.				
29. w			Memphis, Tn.				


New York
Newport News
Norfolk
Richmond
Burlington
Wilson
Raleigh
Greensboro
High Point
Winston Salem
Charlotte
Spartan-borg
Memphis
Shreveport
Jacksonville
Waycross
Pensacola
W. Palm Beach
Tampa
Sarasota

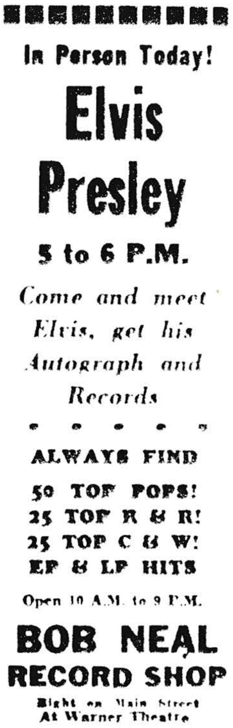
March 1956

On Thursday, March 1, Elvis appeared as a City Court witness against Bernice Harris. The judge dismissed the charge of following too close against the woman. Then he got Elvis' autograph for his thirteen-year-old daughter, Suzanne. As a side angle, Elvis had a cup of coffee at Mack's Good Food behind the police headquarters and while the coffee cooled, he slipped a coin in the juke box to hear one of his own records. Along came a waitress and said that she didn't think too much of that boy's look, but that his records really slayed her. Elvis whipped out his identification card and the young lady retreated, blushing.

As mentioned earlier, Elvis seldom stayed within the speeding-limits and on March 2, 1956 the local police plucked his speed at 38 miles an hour on Riverside Drive. Later the same day, Elvis appeared at Bob Neal's Record Shop from 5 to 6 p.m. where fans were invited to come and meet Elvis, get his autograph and buy some of his records.

The next morning Elvis took off for Shreveport in his Cadillac for another engagement at the *Louisiana Hayride*, where he was the featured star along with the regular cast of stars and the special guest Billy Walker.

Upon arriving back in Memphis Elvis never showed up at the Traffic Violations Bureau to pay the $15 fine within the prescribed five days. Two police officers were sent out to the Presley house and Elvis was taken to the police station, where he was required to pay a $51 bond, unless he wanted to stay in prison, with his case set on the court docket for March 14. You would think that by now Elvis had learned a lesson, but on Thursday, March 8 Elvis once again was trapped. This time he was speeding 40 on Kimball from Semmes to Lamar.



In Person Today!

Elvis
Presley

5 to 6 P.M.

*Come and meet
Elvis, get his
Autograph and
Records*

• • • • •

ALWAYS FIND
50 TOP POPS!
25 TOP R & R!
25 TOP C & W!
EP & LP HITS

Open 10 A.M. to 9 P.M.

BOB NEAL
RECORD SHOP
Right on Main Street
At Warner Theatre

Press Scimitar, March 2, 1956

Elvis spent the week relaxing at his home on 1414 Getwell while looking for a new house. During the first two weeks of March he looked at several houses and he eventually settled for an attractive California redwood, ranch style house that lay on a big 100 by 250 foot lot on 1034 Audubon Drive. The sale was handled by Jack Erb Co., realtors. The information was printed in the "real estate" section of the *Press Scimitar* on March 28. In a New York interview on March 24 Elvis said his parents would move into the house on Tuesday 27.

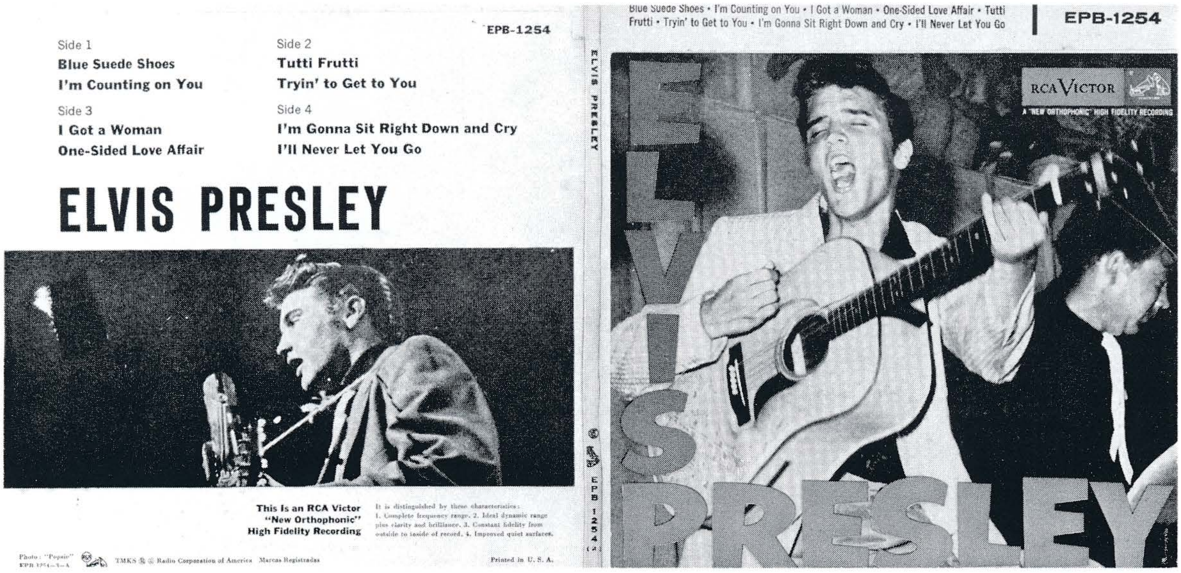
On Friday, March 9 Elvis was featured with Sy Rose's band in a "Red, hot and blue" dance session from 9 p.m. till 1 a.m. in the Chickasaw Ballroom of the Chisca Hotel. Radio station WHBQ, where disc jockey Dewey Phillips played a lot of Elvis records was also located at the Chisca Hotel. Tickets were on sale at Bob Neal´s Record Shop.

Probably a photo of Elvis as he appeared in the Chickasaw Ballroom on March 9, 1956

The next morning Elvis headed for Shreveport for his sixth appearance on the *Louisiana Hayride* this year. Star again was, of course, Elvis Presley. On Sunday, March 11, 1956 the Augusta (GA.) *Chronicle-Herald* ran a story about Elvis' show later in the month and mentioned that Elvis on March 26 would be heading for the West-Coast for a screen test. Oddly enough, nothing at all was mentioned about this in the Memphis papers.

March 13 saw the release of three Elvis records with the title "*ELVIS PRESLEY.*" The EP consisted of "*Blue Suede Shoes,*" "*Tutti Frutti,*" "*I Got A Woman*" and "*Just Because.*" "*Blue Suede Shoes*" would enter *Billboard´*s singles chart on March 28 and peak at number 24. A two-record EP with the following numbers "*Blue Suede Shoes,*" "*I´m Counting On You,*" "*Tutti Frutti,*" "*Trying To Get To You,*" "*I Got A Woman,*" "*One-Sided Love Affair,*" "*I´m Gonna Sit Right Down And Cry*" and "*I´ll Never Let You Go*" was the second release. It was number nine on *Billboard´*s EP chart on January 11, 1958, October 4, 1958 and January 17, 1959. The third record was Elvis´ first LP and consisted of all the numbers on the two-record EP in addition to "*I Love You Because,*" "*Just Because,*" "*Blue Moon*" and "*Money Honey.*" The LP would enter *Billboard´*s Best-Selling Pop Album Chart on March 31 at position 11. Five

weeks later it peaked at number 1 where it remained for the next ten weeks. The LP stayed on the chart for 49 weeks and eventually awarded Elvis with his fourth gold record within five months of its release. All three releases sported the same photo of Elvis on the front cover. The photo was taken at one of Elvis´ shows in Tampa, Fl. the previous year.


EPB-1254

Side 1
Blue Suede Shoes
I'm Counting on You

Side 2
Tutti Frutti
Tryin' to Get to You

Side 3
I Got a Woman
One-Sided Love Affair

Side 4
I'm Gonna Sit Right Down and Cry
I'll Never Let You Go

ELVIS PRESLEY

This Is an RCA Victor "New Orthophonic" High Fidelity Recording

Printed in U. S. A.

Blue Suede Shoes • I'm Counting on You • I Got a Woman • One-Sided Love Affair • Tutti Frutti • Tryin' to Get to You • I'm Gonna Sit Right Down and Cry • I'll Never Let You Go

EPB-1254

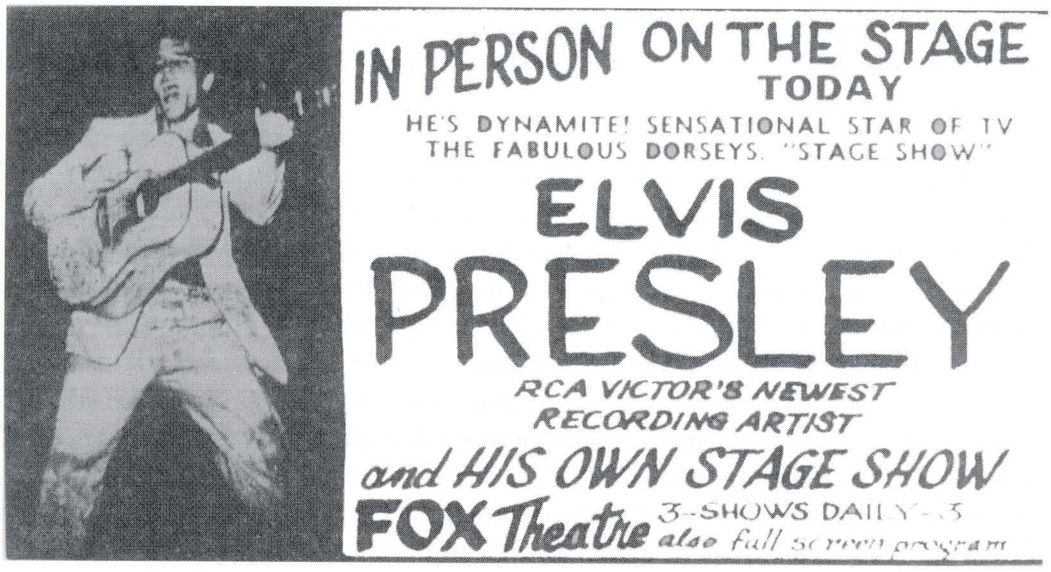
RCA VICTOR

A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING

ELVIS PRESLEY

The two-record EP released on March 13, 1956. One of three records released on this date.

On Tuesday, March 13, Elvis drove one of his Cadillacs down to the Traffic Violations Bureau in Memphis. He did not come to pay thefine he had received for the speeding on March 2, but to pay the speeding-ticket from March 8. The following day Elvis was again expected to show up at the Traffic Violations Bureau, but he never did. He was due in Atlanta, Ga. for three personal appearances, the first of which would start at 4:30 p.m., and had to leave early in the morning, so he asked his father to go down to the Traffic Violation Bureau and request that he was given another continuance. The Traffic Violation Bureau granted Elvis the continuance until March 30. One can speculate why didn´t Elvis pay both fines on March 13. He sure had the money to pay two fines for speeding.


IN PERSON ON THE STAGE
TODAY
HE'S DYNAMITE! SENSATIONAL STAR OF TV
THE FABULOUS DORSEYS "STAGE SHOW"
ELVIS
PRESLEY
RCA VICTOR'S NEWEST
RECORDING ARTIST
and HIS OWN STAGE SHOW
FOX Theatre 3-SHOWS DAILY-3
also full screen program

Atlanta Journal & Constitution, March 15, 1956

Elvis started his new two-week tour with three shows at the Fox Theater in Atlanta on March 14 and continued with three more on March 15. By now Elvis had bought himself one more car. This time it was a blue 1954 Cadillac Fleetwood limousine. Elvis used this car on this tour as well as the pink and black Cadillac. The yellow convertible was left at home for his parents to use.

Saturday, March 17 found Elvis appearing on the *Stage Show* for the fifth time. The guests were June Taylor dancers, Elvis, Glenn Derringer and Henny Youngman. Elvis was dressed in maroon jacket and trousers, white tie and a black shirt.

TONIGHT AT 7:30
Memphis' Own
ELVIS
PRESLEY
ON THE FABULOUS
DORSEY BROTHERS
STAGE SHOW
FEATURING THE JUNE TAYLOR DANCERS
Channel 3
THE NESTLE COMPANY, INC.

Press-Scimitar, March 17, 1956

Tommy Dorsey: Now we would like to present an entertainer, whose provocative style has kicked up a storm all around the country. Here, for his fifth appearance on *Stage Show*, is the singing star of the *Louisiana Hayride* in Shreveport. Shreveport, Louisiana, that is. The one and only Elvis Presley!

Elvis sings: "*Blue Suede Shoes.*"

Elvis: Thank you very much. Thank you very much ladies and gentlemen. That was my latest RCA escape, ahhh release, ahh we have another one here, we have another song here friends that ahhh, we hope you like. It's called "*Heartbreak Hotel.*"

Elvis sings: "*Heartbreak Hotel.*"

Elvis on *Stage Show*, March 17, 1956

From New York Elvis drove south for Charleston, S.C. where the Crisp Enterprises presented The Elvis Presley Show at the County Hall in two big shows at 3:30 and 8:15 P.M. on Sunday, March 18. The shows consisted of Elvis, billed as the latest singing rage, Mother Maybelle and the Carter Sisters plus comedian Rod Brasfield.

On Monday, March 19, Elvis played a single show at 8 p.m. at the Auditorium in Columbia, S.C. General admission was, as it had been on most of his shows during the previous two months, $1 for adults and 50 cents for children.

Tuesday, March 20 found Elvis, Scotty, Bill and D. J. in Augusta, Ga. for a single show at the Bell Municipal Auditorium. The next day, heading north, they appeared in Lexington, N.C. at the new YMCA. Following below is a combination of reviews from the March 21 editions of the *Lexington Dispatch* and the *Salisbury Post.*

A whirlwind blew into Lexington last night, attracted a record turnout of spectators at the spacious YMCA arena, and left this morning on the way to Richmond, Va., and another show. The whirlwind is Elvis Presley, 21-year-old singing sensation of the nation who has what many experts describe as the "biggest drawing power in the entertainment world at present." Elvis came to Lexington yesterday morning, slept most of the day in a hotel, woke up to find he was running a fever, called a local physician for treatment and went on as scheduled at the YMCA last night. "I have a mild case of the flu," the "Mr. Dynamite" of recording fame said last night in his dressing room. "I guess I should rest some but my friends are coming out to see me and the show must go on." And the show did go on. Elvis in natty attire, went to the stage to feature the second part of an all-star review. He had to be ushered from the dressing room by policemen who forced their way through scores of young girls seeking autographs, souvenirs or just a look at "their boy." As the young man from Mississippi who has skyrocked to fame practically overnight took his position on the stage sighs and cries of the younger set, dominating the estimated attendance of 4,800 could be heard for many blocks. Elvis slouched his

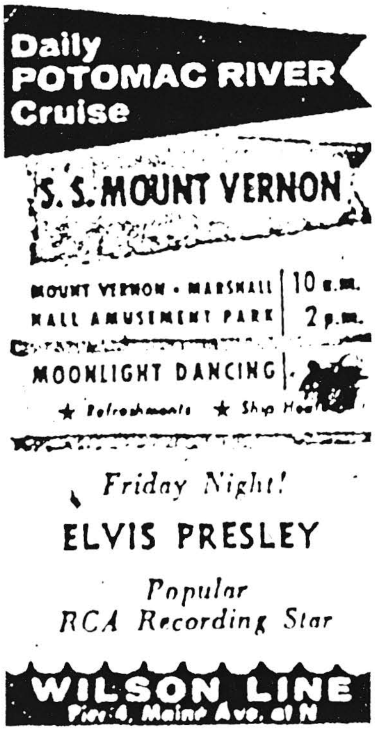
Elvis in Lexington, March 21, 1956

shoulders, wiggled them, spread his legs, wiggled them, and the sigh and cries grew even louder. When he talked it was louder cries. When he strummed his guitar the noise got louder and when he sang bedlam broke loose. Using all types of intricate motions as he delivered his songs, many of them top-selling RCA Victor hits, Elvis showed his audience what has gained him fame as the new "bobby-soxers" favorite of the nation, the young man who pulls in record crowds everywhere he appears. Backed by a good band Elvis sang on, wiggled on and danced on. Young voices rang high from the audience. "Sing to me, Elvis," shouted many a young miss. The din was so loud most of the time that one could hardly hear Elvis´ voice but it kept up. All he had to do was to appear. This was what the crowd came for from points all around Lexington. The estimated 4,800 set a new unofficial attendance record for the YMCA. Presley headed an all-star show that brought some other favorites to Lexington as well, the Carter Sisters, Mother Maybelle, Rod Brasfield and others. The crowd was immense and crowded into the stands and chairs brought in for the occasion. Chairs were added to those already on hand but still people stood. The box office was closed as the crowd continued to press in. There were some misunderstandings about reserved seats but it was pointed out that tickets were sold for reserved sections and not reserved seats. With such a big attendance it´s hard to handle the crowd, YMCA officials pointed out today. They also said that the Y´s only part in selling tickets was in some assistance offered last night. No advance tickets were sold at the Y and the program was one that was sponsored by the visiting show which leased the building for the night. Young Presley, feeling a little low because of his illness, still greeted as many persons as he could. Elvis is a shy fellow who says he´s ever thankful to the public for their "taking him in." "I´ll never forget the folks who have made this rise possible, especially my mom and dad," he stated. "It just appears to be a dream to me. I hope I can continue to please the public." Elvis, although a hero to thousands of bobby-soxers, says he has no one girl. "Haven´t had time to think about that," he explained in telling of one-night stands and other commitments he must keep up along with recordings. Tonight Elvis is in Richmond. Tomorrow night it will be Washington. On Saturday night he appears on the Jackie Gleason show on television. Sunday he will board a plane for Hollywood where he is to receive a screen test for a new Hal Wallis movie, "The Rainmakers," starring Burt Lancaster and Katharine Hepburn. After five days in Hollywood he comes back to the midwest for more one night stands. "It´s a tough life but it´s worth it," states Elvis. A free-lance writer by the name of Jim Poling, who began an assignment on March 21 to do a feature on Elvis for *Pageant* magazine simply threw up his hands in amazement. He planned to stick with Elvis and try to find the answer. *Pageant* wanted the story around June.

Elvis was beginning to make headlines in the local papers after his performances, a sure sign of his becoming a national celebrity. Many a time the reviews of the shows were accompanied with photos of screaming, swooning teenage girls.

From Lexington Elvis and his band headed north again. On Thursday, March 22, they once again starred in two personal appearances at the Mosque Theater in Richmond, Va. It was less than seven weeks since Elvis had last played Richmond. If you wonder if they liked him in Richmond, there is only one answer to that question. They LOVED him.

The next day, Friday, March 23, Elvis played on a ship for the first time. The S.S. MOUNT VERNON made it's first *Country Music Moonlight Cruise* of the season on the Potomac River and Elvis was the featured star along with his Blue Moon Boys, Melvin Price and the Santa Fe Rangers (from Easton, Md.) The Wilson Line's S.S. MOUNT VERNON, a 2,400 passenger, all steel cruise vessel was based at Pier 4, Maine Avenue and N Street, S.W., and sailed for George Washington's Mount Vernon daily at 10 a.m. and 2 p.m. On board were snack and milk bars. The *Country Music Moonlight Cruise* left Pier 4 at 8:30 p.m. with arrival at Marshall Hall amusement park at 9:45. It began the return trip upstream at 10:45 arriving back in Washington D.C. at Pier 4 around midnight. The boat was Washington's only floating ballroom and accommodated 500 couples. The March 23 cruise was the first *Country Music Moonlight Cruise* of the season and country music impressario Connie B. Gay made sure to point out that the cruise ship was both steam heated and glass enclosed. as the first three months of 1956 had been very cold and three snowstorms had hit the Northeast during the previous nine days.


Daily
POTOMAC RIVER
Cruise

S. S. MOUNT VERNON

MOUNT VERNON • MARSHALL HALL AMUSEMENT PARK | 10 a.m. 2 p.m.

MOONLIGHT DANCING
★ Refreshments ★ Ship Hea

Friday Night!
ELVIS PRESLEY
Popular
RCA Recording Star

WILSON LINE
Pier 4, Maine Ave. at N

Washington Post, March 22, 1956

Early next morning, March 24, Elvis, Scotty, Bill, D.J., along with friends Gene Smith and Red West headed for New York for the last of the six appearances on the *Stage Show.* It had been snowing pretty bad and the trip lasted much longer than usual. The guest-list on this last appearance consisted of the June Taylor dancers, Glenn Derringer and of course Elvis Presley. Elvis chose to wear the exact same clothes as he had worn on the previous week´s *Stage Show.* Elvis did not use the same guitar as he had done in the first four shows. On the last two shows he used a guitar without the leather cover.

Tommy Dorsey:	Thank you. Thank you. Thank you very much and good evening ladies and gentlemen and a happy return to the seasons to you all. On the account we have a long and wonderful show tonight. Here is brother James to tell what´s gonna happen.
Jimmy Dorsey:	Well we're gonna get things started out with a young man, who is making his sixth appearance on *Stage Show.* He is a dynamic singer of songs, who incidentally leaves for Hollywood tonight for a screentest. We wish him a lot of luck. Here he is: Elvis Presley!
Elvis sings:	"*Money Honey.*"
Elvis:	Thank you very much ladies and gentlemen. And now we would like to do one, one side of my latest record we did last week. We had a lot of mail to do it again, so we're gonna do it again. It's called:
Elvis sings:	"*Heartbreak Hotel.*"

Elvis on *Stage Show*, March 24, 1956.

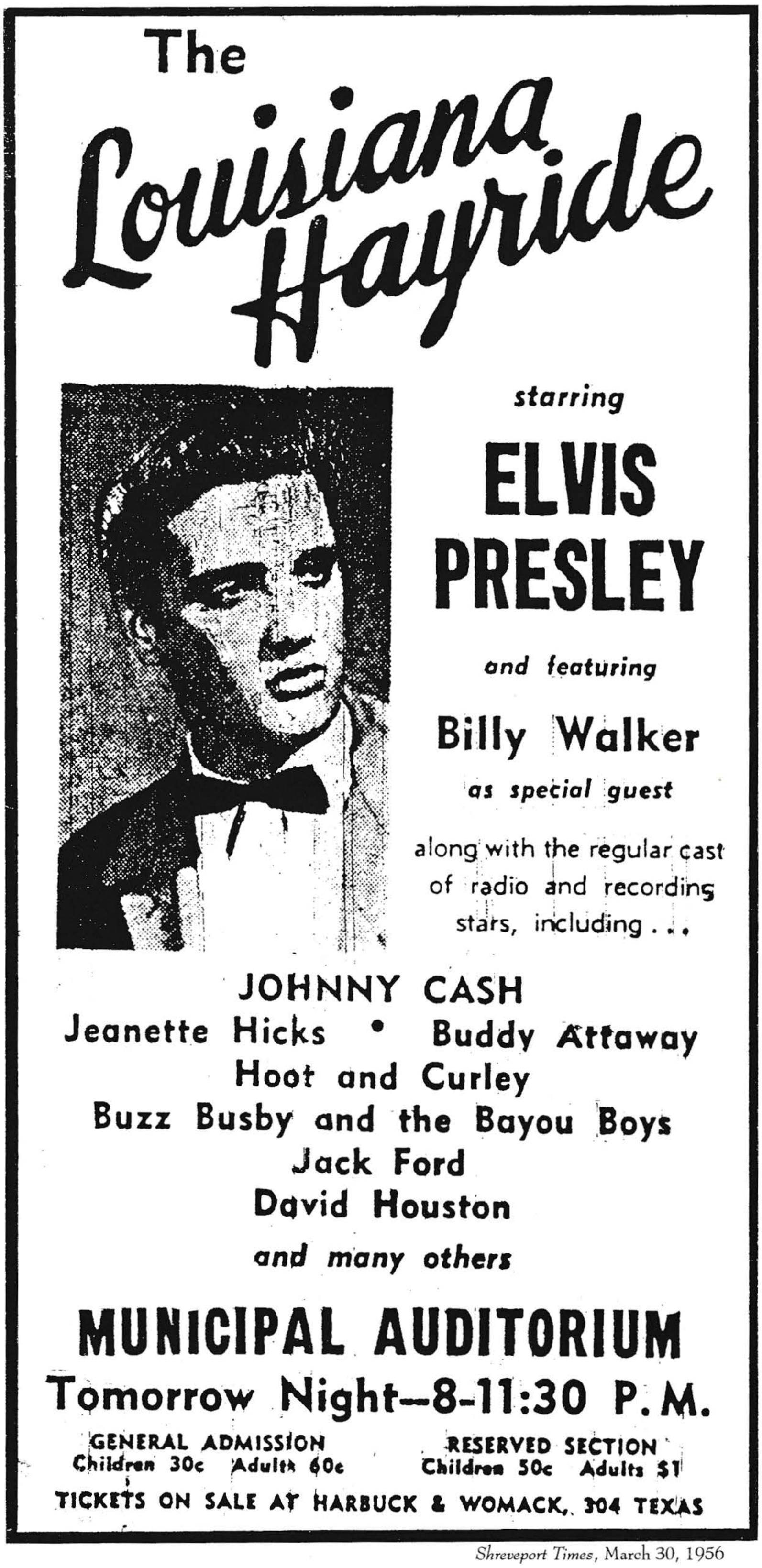
The next day Elvis was on his way again. This time he was heading west for his longest trip ever. He left New York for Los Angeles, Ca. It's been common knowledge that Elvis' screen test took place on April 1, 1956. I find this very hard to believe and the reasons I doubt this follows below.

On Elvis' last appearance on the *Stage Show* on March 24, Jimmy Dorsey mentioned that Elvis "incidentally leaves for Hollywood tonight." Why would he say that if it wasn´t true. Another reason is found in an article which appeared in newspapers all across the country on or around April 10. This article states in part that Elvis took his acting test "several weeks ago." The article also appeared in the *Press-Scimitar* and took up 6 columns headlined: "Our Elvis Presley - In Vista Vision! Blues Singer Elvis Presley Given Long Movie Contract." As you can read in the summary of the *Lexington Dispatch* and the *Salisbury Post* on page 35, Elvis was supposed to board a plane on Sunday, March 25, and fly to Hollywood for his screen test. As you will probably remember from page 31 I also found a note in the Augusta (GA.) *Chronicle-Herald* on March 11 which said that Elvis would leave for the West-Coast on March 26 to receive a screen test. In an interview on March 24 from New York Elvis said his parents would move into their new home on Tuesday, March 27. He would not say that his parents would move in unless it was because he wasn´t at home himself. I also doubt that Hal Wallis would have Elvis fly out to Hollywood to do a screen test on April 1, which was Palm Sunday.

Upon arriving in Los Angeles, Elvis met with Hal Wallis of Paramount Pictures to do the screentest. Elvis was put up against veteran actor Frank Faylen and obviously did such a great job that Hal Wallis was impressed and wanted to sign him for a movie contract depending on how he would look on the Milton Berle Show on April 3.

On Tuesday, March 27, while Elvis was out in California, his parents moved into the new $40,000 house Elvis´ money had bought them. When they moved in the house did not have a fence but within a few months Elvis would add both a fence and a swimming pool to the house.

After some days in California Elvis came back to Shreveport, La. where, on March 31, he appeared in what would be his last ordinary appearance on the *Louisiana Hayride*. Elvis was the STAR of the show and for the first time his photo appeared in the advertisement for the show. Among the audience that night was Jay Thompson of radio KSTB in Breckenridge, Tx., who really got a kick out of Elvis, who ended most of his sentences with the words "and everything." In September 1955 Elvis had signed a one-year-contract with Horace Logan of the *Louisiana Hayride*. The contract would become effective in November 1955 and run up to and include November 12, 1956 but Col. Tom Parker had managed to release Elvis from the remainder of the contract when he agreed to let Elvis return to the *Louisiana Hayride* to do a benefit show on December 15, 1956. This meant that Elvis would return to Shreveport at the peak of his career.



The
Louisiana Hayride

starring

ELVIS PRESLEY

and featuring

Billy Walker

as special guest

along with the regular cast
of radio and recording
stars, including . . .

JOHNNY CASH
Jeanette Hicks • Buddy Attaway
Hoot and Curley
Buzz Busby and the Bayou Boys
Jack Ford
David Houston
and many others

MUNICIPAL AUDITORIUM
Tomorrow Night—8-11:30 P.M.

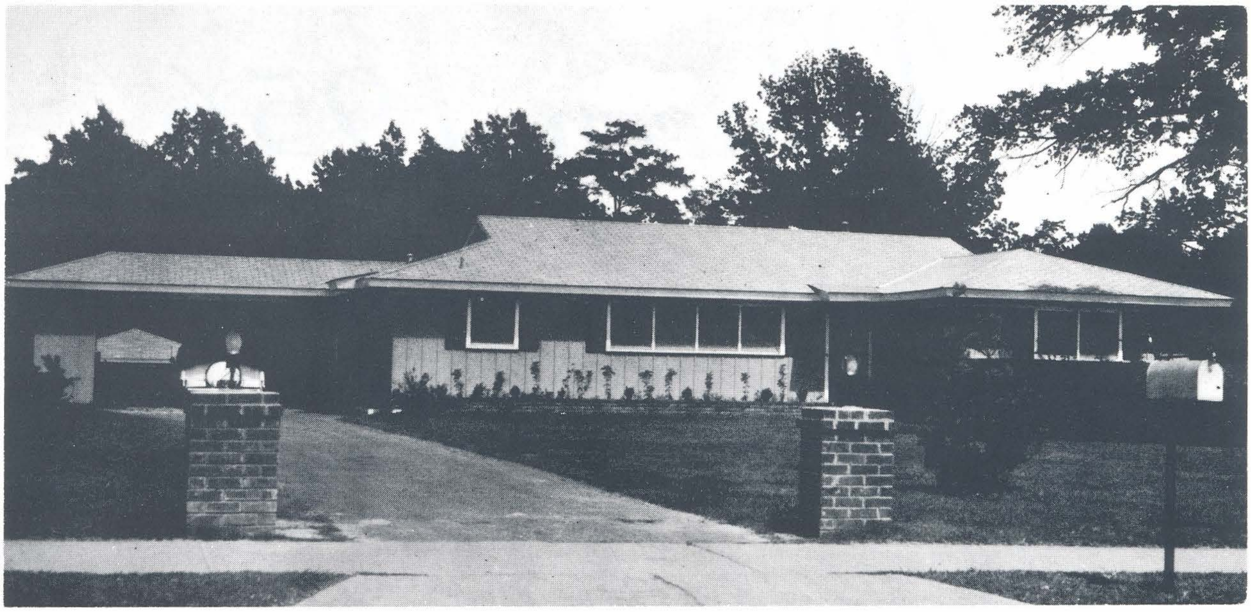
GENERAL ADMISSION
Children 30c Adults 60c

RESERVED SECTION
Children 50c Adults $1

TICKETS ON SALE AT HARBUCK & WOMACK, 304 TEXAS

Shreveport Times, March 30, 1956

Elvis didn't show up at the Traffic Violations Bureau on March 30 and forfeited his $51 bond on the speeding ticket. Police said that if Elvis had two more moving violations chalked up against him before March 8, 1957, he would lose his drivers license.

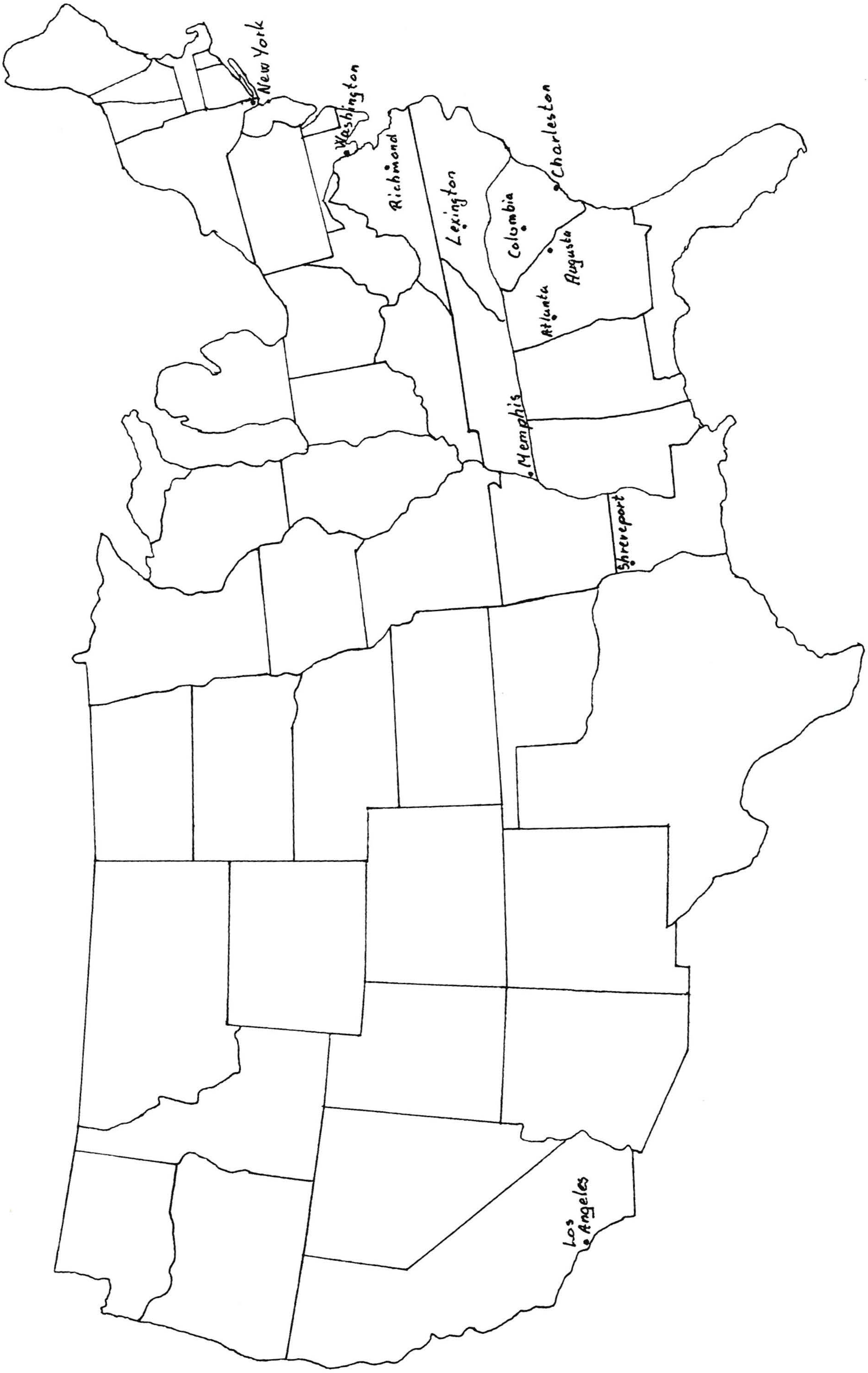


1034 Audubon Drive, Memphis, Tn. The Cadillac is Elvis´ yellow 1954 Eldorado convertible.

Elvis´ screen test against Frank Faylen

March 1956

1. t	City Court		Memphis, Tn.	
2. f	Bob Neal's Record Shop		Memphis, Tn.	5:00
3. s	Municipal Auditorium	(H)	Shreveport, La.	8:00
4. s			Memphis, Tn.	
5. m			Memphis, Tn.	
6. t			Memphis, Tn.	
7. w			Memphis, Tn.	
8. t			Memphis, Tn.	
9. f	Chickasaw Ballroom		Memphis, Tn.	9:00
10. s	Municiapl Auditorium	(H)	Shreveport, La.	8:00
11. s			Memphis, Tn.	
12. m			Memphis, Tn.	
13. t	Paid speeding ticket		Memphis, Tn.	
14. w	Fox Theater		Atlanta, Ga.	4:30, 7:18, 10:06
15. t	Fox Theater		Atlanta, Ga.	4:30, 7:18, 10:06
16. f				
17. s	CBS studio, 5th Dorsey		New York, N.Y.	8:30
18. s	County Hall		Charleston, S.C.	3:30, 8:15
19. m	Township Auditorium		Columbia, S.C.	8:00
20. t	Bell Municipal Auditorium		Augusta, Ga.	8:00
21. w	YMCA		Lexington, N.C.	8:00
22. t	Mosque Theater		Richmond, Va.	7:00, 9:00
23. f	S.S.MOUNT VERNON		Washington, D.C.	8:30
24. s	CBS studio, 6th Dorsey		New York, N.Y.	8:30
25. s	Flight to		Los Angeles, Ca.	
26. m				
27. t				
28. w				
29. t				
30. f				
31. s	Municipal Auditorium	(H)	Shreveport, La.	8:00


New York
Washington
Richmond
Lexington
Charleston
Columbia
Augusta
Atlanta
Memphis
Shreveport
Los Angeles

April 1956

On Sunday, April 1, Elvis arrived back to Memphis and his new home on 1034 Audubon Drive. He wouldn't have much time to get acquainted with his new house as he was scheduled for the *Milton Berle show* which would be broadcast from San Diego on Tuesday, April 3.

On Monday, April 2, Elvis boarded an American Airlines flight for Los Angeles and after landing he probably continued down to San Diego. After he had checked into his hotel he left to see Milton Berle and rehearse the show in which he would not only sing but also do a comedy sketch.

On April 3 Elvis appeared in the *Milton Berle Show*, which was transmitted in color as well as in b/w from the USS HANCOCK. Elvis was dressed in black shirt and trousers and a red tie. During the opening of the show Milton Berle introduced all the guests and Elvis was introduced as "America's newest singing sensation, Elvis Presley." Elvis stepped out from behind the curtain and sang a few lines of "*Shake, Rattle and Roll.*" Elvis´ portion of the show went like this:

Milton: And now, you guys and gals, all your wifes and sweethearts are in for a real treat. This is the first time that the HANCOCK is gonna rock and roll while still at anchor. Here is a young man who, in a few short months has gained tremendous popularity in the music business. His records are really going like wildfire. He's America's new singing sensation, our new RCA recording artist. Here he is, a big reception for Elvis Presley!!
Elvis sings: "*Heartbreak Hotel.*"
Elvis: Thank you very much ladies and gentlemen and now I'd like to do my newest RCA Victor release for you. This song is called "*Blue Suede Shoes.*"
Elvis sings: "*Blue Suede Shoes.*"
Elvis: Thank you ladies and gentlemen and now I've got a little surprise for you. Here, for his very first public appearance, I'd like you to meet my twin brother Melvin Presley. Melvin!
Milton: Hallo, friends of radioland! Radioland!
Elvis: Radioland? This is television Milt, Melvin.
Milton: Milton or Melvin?
Elvis: Melvin.

Milton: You must have another brother too!! Tel, television, what the heck is that?

Elvis: Well, it's a little box, got a window in it. Millions of people out there they're looking in the little window. They can see you, but you can't see them.

Milton: What a dirty peeping Tom's. But Elvin you're one of them and keep buying them records, will you folks. Melv, who's you? Elvis, El, hot dog, Elvis needs the money. I'll, I'll tell you, I'm sure mighty proud of being on this ship here, the youshencoke and I want you to know...the youshencoke!

Elvis: Youshencoke?

Milton: Youshencoke!! That's what it says on the side of the boat, USS HANCOCK, youshencoke!! I don't know! What's the matter, I know how to spell.

Elvis: That's USS HANCOCK Melvin!

Milton: Keep buying them records! I'm real proud of you Elviiis.

Elvis: Well Melvin, I owe it all to you.

Milton: You owe everything to me, that's...

Elvis: You taught, you taught me everything I know.

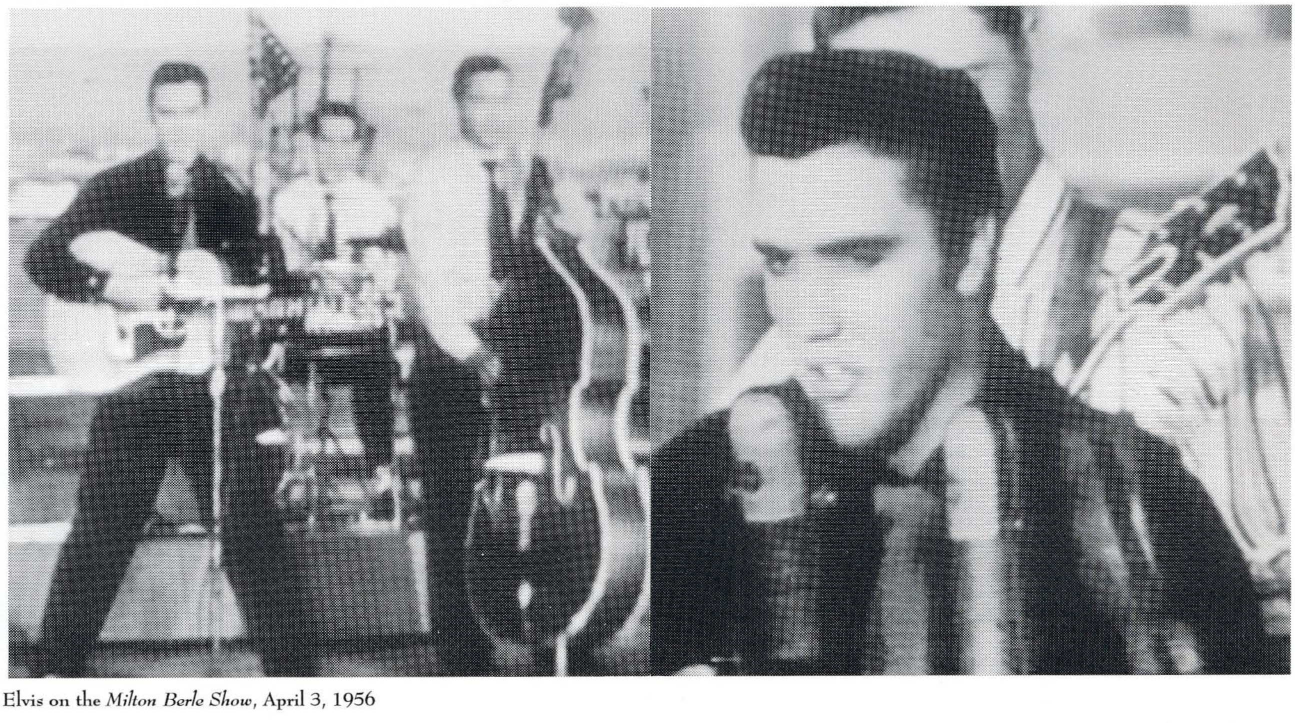
Milton: I'm glad you too realize that. Folks I did, I taught him his singing style. I used to drive grasshoppers down his pants. That's how I keep him jumping around, ahh grasshoppers! Keep buying them records! Do that folks! What are we gonna do now?

Elvis: Well, let's sing a song.

Milton: Let's sing a song to get it.... Let's do the "*Blue Suede Shoes,*" halfsole. Here we go, one moment, take it away!

Elvis & Milton sing: "*Blue Suede Shoes.*"

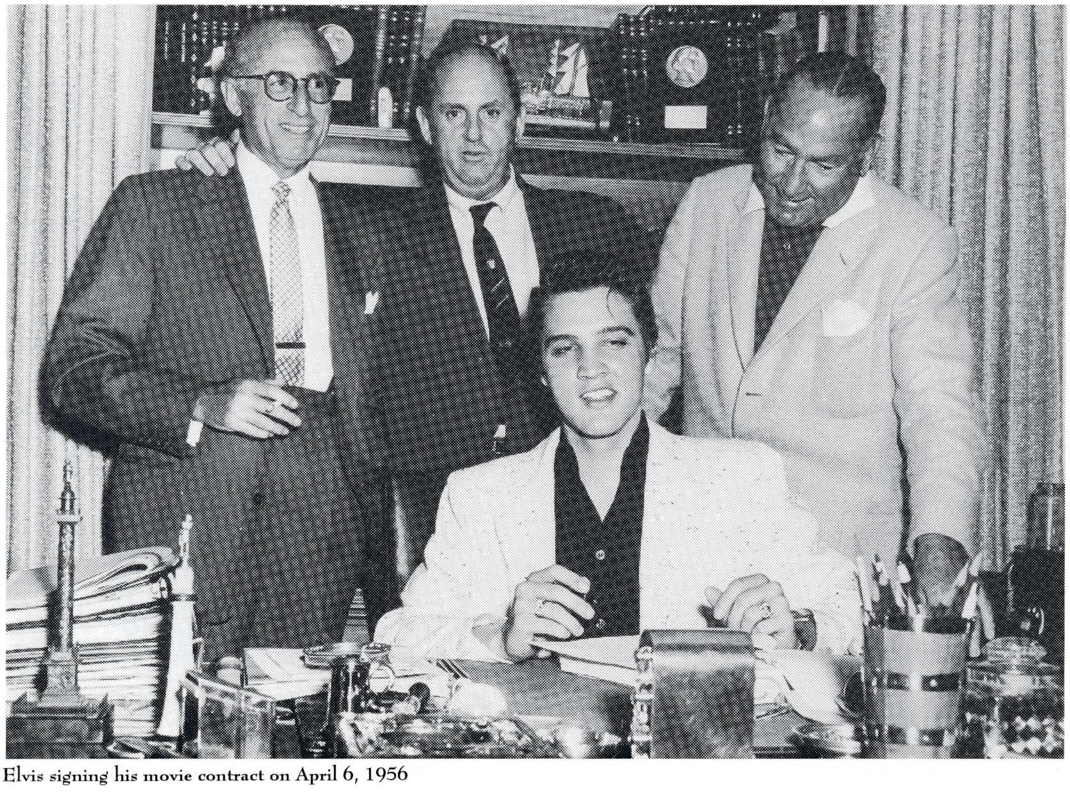
Milton: Elvis Presley!



Elvis on the *Milton Berle Show*, April 3, 1956

Elvis in San Diego, April 5, 1956

Staying in San Diego, Ca. on Wednesday and Thursday nights Elvis drew turnaway houses of 5,000, mostly female teenagers and all squealing and a combined gross of $15,000. Elvis sang eight songs, including his record hit "*Heartbreak Hotel.*" However, not a word could be heard for the literally deafening roar and the feverish stomping of the crowd. During one of the shows Elvis had to tell the audience to "Sit down or the show ends." Girls ran to their seats, obediently. After the show, Elvis was rushed to a barricaded dressing room, remaining there for 30 minutes while female mobs pounded doors and windows. Arena manager Max Turner sent for some more police and with the help of a flying wedge formation, Elvis escaped to his Cadillac and fled into the night. Meanwhile, an hour and a half after the appearance upwards of 100 teenage girls waited in front of the Arena. They couldn't believe Elvis had actually escaped. Some of them, the ones who had Elvis' autograph scrawled across their arms and hands, were happy, though.



Elvis signing his movie contract on April 6, 1956

On April 6 Elvis was back in Los Angeles where he signed a 7-year movie contract with Hal Wallis of Paramount Pictures. It was decided that Elvis should make his movie debut in a film entitled "*The Rainmaker*" which would star Burt Lancaster and Katharine Hepburn. He would start making the film in June. Somebody, be it Elvis himself or Hal Wallis, wasn't satisfied with the screen test Elvis did a week earlier and Elvis made a second test. This time he was cast opposite Cynthia Baxter. This screen test is only known by few people, but photographic evidence do exist in the magazine *TV-guide* from September 8, 1956. On the same day Elvis did a musical screen test mimicking to "*Blue Suede Shoes.*" This piece of film was recently discovered and used in the 2-volume video "*The Great Performances.*" We can only hope that one day we will also be able to watch the screen tests with both Frank Faylen and Cynthia Baxter.

Screen test opposite Cynthia Baxter, April 6, 1956

Then Elvis headed out on a new tour. It is possible that the tour started on April 7, but I have been unable to find anything on a show for this date. April 8 found Elvis at the Coliseum in Denver, Co., where this new sensation of the entertainment drew roaring response from the 12,000 who viewed the two performances of the Presley/Grand Ole Opry show and even Faron Young had to take a back seat this time to the wild, fast-rising star who stole the show and not even a rain-snow storm could dampen or chill this "Spirit of ´56." Elvis´ minimum of solid singing and maximum of wild wiggling created a near riot among the assembled addicts as a "Bopry" windup following Opry-type stars Jimmy and Johnny, Wanda Jackson and Young. Elvis´ distinctive artistry on such smash hits as "*Heartbreak Hotel,*" "*I Forgot To Remember To Forget*" and "*I Was The One,*" prompted less hysteria than such as "*I Got A Woman*" and "*Blue Suede Shoes,*" in which he leaped, stomped and shook, making the assemblage go beserk. Much ballyhoo surrounded Elvis´ first Denver show with constant appeals from his drum-beater for fan club formation and Hollywood lobbying. Feminine souvenir seekers were thwarted in their efforts when sizeable police escorts protected both Elvis and Faron Young as they escaped their exuberant pursuers unharmed. Curvaceous Wanda Jackson added a welcome, strictly feminine touch to the program with songs like "*You Can't Have My Love,*" "*Maybelline*" and "*Wasted.*" Elvis got $4,000 for his 1-day stint.

On Monday, April 9, Elvis played two shows at the Municipal Auditorium in Wichita Falls, Tx. Between the performances Elvis was interviewed by Jay Thompson of radio KSTB in Breckenridge, Tx., who had travelled to Wichita Falls to cover the show for the radio station. Thompson had seen Elvis twice before. Both times were in Breckenridge in 1955. The next day, April 10, Thompson played the interview, which he had recorded, over radio station KSTB in Breckenridge on the program *Hillbilly Hit Parade*. This is how it sounded to all the listeners:

Jay: Well now country and western fans of our *Hillbilly Hit Parade* this is an interview we're gonna give you here with Elvis Presley taken from the Municipal Auditorium up in Wichita Falls, Tx. where we were last night. Elvis played a big show. I think many of you are familiar with that, in fact many of you were up there. We're gonna ask Elvis some questions, let him tell you straight because ahh I think you get more out of it that way and I know that each and everybody of you are just waiting to hear him talk. Elvis boy, we want to ahh, first ask you how old you are?

Elvis: Ahh, I'm 21, Sir.

Jay: You're 21 years old, you heart. You've got a few months on me I'll tell you for sure. Tell us ahh before you got in this music business, what were you doing for yourself?

Elvis: I was ahh driving a truck.

Jay: Driving a truck?

Elvis: Yeah, I was ahh, I was ahh, yeah ahhmm.

Jay: Was that back in Tennessee?

Elvis: Yeah, that was back in Memphis where I live now. I was trying to say I was learning to be an electrician then.

Jay: You decided to stick to truck-driving, hmm?

Elvis: Well, I was driving a truck and I was studying to be an electrician too, you see.

Jay: I see! You got all mixed up in this crazy music business and that tore the electrician deal over the heck hmm?

Elvis: Tore the electrician and truck all up.

Jay: Ahh tell us ahh, how did you get your first break or your or to make your first record with Sun Records?

Elvis: Well I went into Sun Records and, and there was a guy that took down my name, told me he might call me sometime. So he called me about a year and a half later and I went in and made my first record "*That's All Right, Mama.*"

Jay: Yeah, and then from, from then on, well we know a lot about what happened, because boy those things have been on the turntables like nobody's business. How did you get your start on the *Louisiana Hayride*? What brought all that about?

Elvis: I went down there as a, just a try-out more or less, and ahh, I went, I went down once and I went back again a couple of weeks later and, and ahh, the people they, they, they, they seemed to kind a go for my songs a little bit, so they, they gave us a job down there.

Jay: So from then on you were a regular?

Elvis: Yeah!

Jay: You're not with the *Hayride* anymore, are you?

Elvis: No. Last Saturday night was my last night down there.

Jay: Last night with the *Hayride*. How did you pick up those boys, Scotty and Bill? You have known them a long time? They live there around you?

Elvis: Well, well, they live in Memphis, but I never, I never knew them until we made our first record.

Jay: Is that right?

Elvis: Yeah!

Jay: Well ahh tell us what are you doing now? Just making personal appearances around the country? Is that all you're doing?

Elvis: Yeah! We're just ahh touring the country, different place every night.

Jay: Different places and making TV-shows and this and that whenever the occasion comes. Elvis, you made a screen test. Can you tell us the result of that now?

Elvis: Ahh yeah. We, we, we, we got a seven-year contract with Paramount Pictures. Ahh, we'll have a movie coming out, I don't know when but ahh we start making it in June. It's a, it's a movie with Burt Lancaster and Katharine Hepburn, called "*The Rainmaker*."

Jay: El! We'll be looking forward to that as I know all of our listeners will and everything. I got a kick out of that on the *Hayride* last Saturday night, I'll tell you for sure. El ahh, anything else particular you wanna tell us before we break this little interview up?

Elvis: Well, I'd like to tell you, that I sure appreciate all the spins you've been giving me ahh, ahh you've really helped me a lot and I, I'd like, I'd like to tell you how much I appreciate it, and all the wonderful people that have been writing in and buying my records and coming out to see our shows, because that, that's really what makes anybody. It's, it's the people, you can make them or break them.

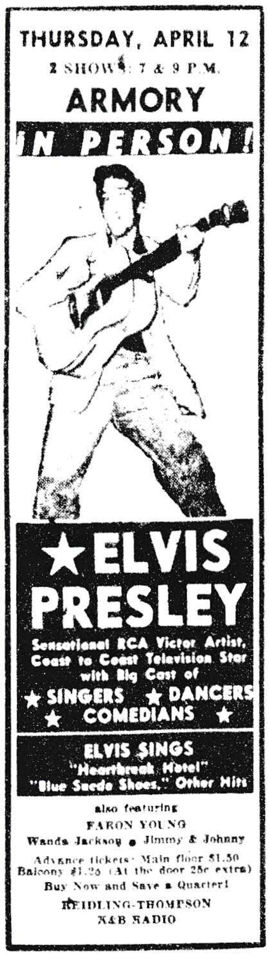
Jay: El! I'll tell you for sure, they sure go for your, for your style, I'll tell you for sure, because ahh, we get cards and letters everyday, we play the records and incidentally your new album is just taking over our *Hillbilly Hit Parade*. That thing's going like a storm.

Elvis: That's good and ahh, I'd like to tell you it's been a pleasure talking to you, and I'll be seing you again real soon.

Jay: We'll be looking forward to it. Thank you.

After the show Elvis and his band hit the road once more. This time they headed west for Lubbock, Tx. where they were booked on Tuesday, April 10. Elvis was scheduled for one show only but due to the heavy demand they put in a second show at 9:45 p.m. at the Fair Park Auditorium.

Elvis continued with one show at the Coliseum in El Paso, Tx. on Wednesday, April 11. Elvis, who missed his parents and friends in Memphis, had made a habit out of calling his parents every other night and prior to his show in El Paso he even called Robert (Bob) Johnson at the *Press-Scimitar* to thank him for recent stories about himself. Also told him that he'd fly to Nashville, Tn. for a recording session the following Saturday.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2 SHOWS: 7 & 9 P.M.
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Sensational RCA Victor Artist, Coast to Coast Television Star with Big Cast of
★ SINGERS ★ DANCERS
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ELVIS SINGS
"Heartbreak Hotel"
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FARON YOUNG
Wanda Jackson • Jimmy & Johnny
Advance tickets: Main floor $1.50
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K&B RADIO

Albuquerque, April 10, 1956

Leaving El Paso, Tx. Elvis drove to Albuquerque, N.M. for two appearances at the Armory on April 12. Elvis attracted one of the largest crowds ever to attend a performance at the Armory and when he left the building at about 11:30 p.m. after his last show the girls started swarming around him and pushing to get up closer (Elvis almost had his coat pulled off) and some of the girls begged him to kiss them. So Elvis kissed a couple of them on the cheek, then he looked in the direction of 13-year-old Carla Singer. He reached out his arms, put them around her and kissed her, really kissed her, not just a friendly kiss. The next couple of days Carla had to tell all about it to her classmates at St. Vincent's Academy and she was begged with pleas to start a local chapter of the "Elvis Presley Fan Club". The *London Daily Mirror* even had its Hollywood correspondent flown out to report on Elvis' appearance.

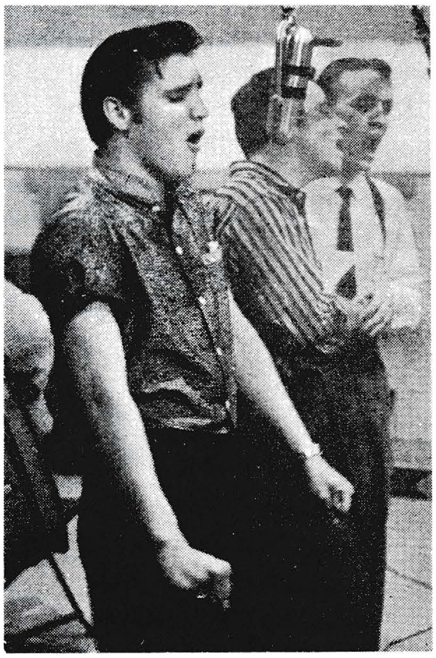
Elvis drew a full house twice at the Municipal Auditorium in Amarillo, Tx. on Friday, April 13. Accompanied by his three-man band Elvis started out with "*Baby, Let's Play House.*" He worked himself into an orgastic rhythm, losing himself to the savage beat of his own guitar and his accompanying band. The air-raid-siren scream of the crowd heightened as Elvis's bumps and grinds grew more frantic. He set a rhythmic pattern in his first song that he pursued for each succeeding number. "*Heartbreak Hotel,*" his current hit-parade number, followed. Then came "*Long Tall Sally,*" "*I Got A Woman,*" "*I Was The One,*" "*Only You*" and finally, "*Blue Suede Shoes.*" What he sang didn't matter. The fascination was the provocative gyration of the singer, lighted by blue and red footlights. The teenage girls swarmed toward the stage, filled the aisles and lined the walls - drawn to the man who was throwing himself around on stage. Stimulated by this sight and overcome by this beat, the little girls, too, set a pattern for their reactions. They giggled at the start of a song. They screamed. They stared wideeyed. Some clenched their fists and closed their eyes - others covered their faces with their hands - at the climax of each song. Elvis stirred the crowd to a frenzy. Overwhelmed by the emotion let loose in the auditorium, the crowd swelled out after the first show to mob the stage entrance for a view of their idol.

Because a *Life* magazine photographer was covering the performance Elvis had consented to sign autographs. Only a minute or two after the curtain for the first of two appearances, a near-riot mushroomed at the stage door. Having smashed in an entire front door of the Municipal Auditorium at 5:30 p.m. the Presley fans set to work on the stage door. One pane of glass went out before Elvis reached the backdoor for his autograph party. Members of the Amarillo Police Department and Auxiliary Policemen had been stationed around the auditorium to attempt to control the mob. Waiting for Elvis to appear, the stagedoor gang set up a chant of "We want Elvis." Elvis finally appeared, wearing his mandarin-collared grey-print silk shirt, cerise swing-back jacket, black trousers and black moccasins. The girls gave out a scream. Policemen tried to take the jagged glass from the frame of the broken pane. The extraction was only half-successfull. For about 15 minutes little girls thrust their hands through the jagged hole in the door. Some of the teenagers were cut - that, too, seemed to be a thrill. Elvis signed programs, photographs, autograph books, lipstick-blotted napkins. He tried to return the programs to their owners, but some of them were snatched away by bigger, stronger girls. He even signed some of the girls´ hands - another thrill. The stagedoor throng had already trampled in the hoods of a couple of Cadillacs parked at the stagedoor, then they started to trample each other. "We better stop now, they´re getting hurt," Elvis told the *Life* photographer. He took a few more pictures - and the singer and the cameraman left the stage door. But the girls didn´t. They stayed to break another window pane and cut a few more wrists. Elvis went back behind the stage curtains, hugged a nearby blue-jeaned teenage girl, paced the floor, told a questioner that he didn´t plan to get married because "why get a cow when you can get milk through the fence." He gave a teenage girl a long, eye-to-eye stare - apparently momentary mesmerism. He brushed from his forehead a few strands of his duck-tail-cut brown hair and flapped his long eyelashes. His sensual lips in a pouty pose, he walked the girl over to a backstage piano bench, sat on the floor and sang a soft respectable harmonizing tenor to another singing guitarist´s impromptu chorus of "*We Will Have These Moments To Remember.*" He said he liked Cadillacs, but he liked his new three-wheeled Messerschmitt automobile better. But he never had any time off - he´d driven the new car only two days. After the show he was to fly to Nashville for a recording session the following morning. Asked about his new seven-year contract with Paramount Pictures, he said he planned to act. He took an "acting test," he said - and didn´t use his guitar. He wandered around backstage - restless. He limped. He limps, he explained, because he "kicked a table in the middle of the night while I was asleep." "You walk in your sleep, Elvis?" the photographer asked. "Yeah, man, I beat out windows and everything. I sometimes go to sleep thinking about something - you know what I mean - and, man, I wake up swinging," Elvis said flailing his fists in demonstration. "You know, I think someone´s after me."

On their way via chartered plane to Nashville early in the morning of Saturday, April 14, the pilot suddenly got problems with the plane and an accident was near. He had to make an emergency landing at a small airport in Arkansas and sort out the problem, which turned out to be a fuel problem. As luck had it, nothing happened and Elvis continued to Nashville where he recorded the song "*I Want You, I Need You, I Love You.*" Taking part in the session were: Elvis Presley; vocal and guitar, Chet Atkins and Scotty Moore; guitar, D. J. Fontana; drums, Bill Black; bass, Marvin Hughes; piano and

Gordon Stoker along with brothers Ben and Brock Speer; vocals.

This recording session has caused me, and many others, a lot of trouble, but I now have the right conclusion to the problem. It has been common knowledge that Elvis had a recording session on April 11, 1956 in Nashville, Tn. He was booked from 9:00 a.m. to 12:00 a.m. and he recorded "*I Want You, I Need You, I Love You.*" Three Elvis fans from Denmark, Ernst Jørgensen, Erik Rasmussen and Johnny Mikkelsen, (whom I met in 1973 when they ran the Danish Fan Club) wrote the highly recommended book "*Elvis Recording Sessions.*" Erik Rasmussen even provided me with a photocopy of the recording information about this particular session and on that piece of paper it clearly says: 4/11/56 as the recording date. Well, Elvis played Lubbock on April 10, he was in El Paso on April 11 and in Albuquerque, N.M. on April 12. He could of course have hired a plane after his last appearance in Lubbock on April 10, flown to Nashville, recorded the song and then taken the plane back to El Paso, Tx. to continue his tour, without missing any shows. However, there were certain pieces that did not seem to fit into the puzzle. The first contradiction I came upon was from an interview which Elvis did in San Antonio, Tx. between his shows on April 15, 1956 in which he mentioned having a recording session "yesterday" where he received his first gold record.



Nashville session, April 14, 1956

Next, there was the interview from Little Rock, Ar. on May 16, where Elvis mentioned that he chartered a plane from Amarillo, Tx. (where he played on April 13) going to Nashville and that they had fuel problems and almost went down (see page 79-82 for transcript).

Third item was the article from the *Press Scimitar* on April 16, 1956, which, in part, said: "Elvis Presley came in to Memphis via chartered plane Saturday night to spend a few hours with his family."

There was also the article which appeared in *Billboard* on April 21, 1956, which ended by saying: "Sholes flew to Nashville Friday (13) to cut some fresh wax with the lad. But Nashville will never be the same."

The final proof came from a review of Elvis´ show in Amarillo when one of the local papers said that "Elvis was supposed to catch a plane for Nashville and a recording session after finishing his last show."

All these things add up to one conclusion. RCA-Victor made a typing error at Elvis' session on April 14, 1956. I know that the three "Great Danes" will correct this information if they ever put out new takes from this session or make another up-dated version of their excellent book, "*Recording sessions.*"

After the session was over Elvis probably paid a visit to his manager, Colonel Tom Parker, at his Madison, Tn. home because he didn't arrive back into Memphis until late Saturday evening. This time also aboard a plane, so he couldn't have gotten that scared of flying as so many books want us to believe. With him back from the session in Nashville Elvis brought his first golden record which he had been awarded for selling in excess of 1.000.000 copies of "*Heartbreak Hotel.*" The thing was solid gold and cost $200 to make. It was a proud moment for Elvis which he chose to share not only with his parents but also with Dewey Phillips, who borrowed the golden record to take home to stare at for an hour. At 11 p.m. Elvis dropped in on "*Red, Hot and Blue*" where his teenage fans were waiting for him. They jammed the studio lobby so he could hardly get in. After about 10 minutes when he opened the door to get out, he took just one look and gave up. They had to take him down the service elevator to the basement.

At 3:00 a.m. on Sunday morning Elvis planed out for yet another engagement in Texas. He was scheduled for two appearances at the Municipal Auditorium in San Antonio at 3:00 p.m. and 8:00 p.m. Jo Ann Phillips, who met Elvis in Austin in January, also attended this concert. This time she did not get a chance to get close to Elvis. One girl who did get close to Elvis in San Antonio was Kay Wheeler, who had started a fan club for Elvis and who would eventually star in a couple of movies about the 1950´s. Kay has just recently put her story to paper in the book "*Growing Up With The Memphis Flash.*" The following is the review from one of the local papers:

Atomic-Powered Elvis Presley Bombs S.A.

A gum-chewing, nonchalant phenomenon named Elvis Presley moneyed off to Corpus Christi Monday to see what he could do in the way of searing the souls of additional thousands.

Behind him he left tears, screams, wild applause, mangled emotions - in short, agony, sweet and complete. It was a traumatic experience this newly arrived singing star brought to municipal auditorium Sunday afternoon and night. Youthful sufferers to the number of 12,000 writhed through it in sheerest ecstacy.

Commented Elvis backstage, sipping a soft drink before the first performance: "This is just a dream. It makes you feel good. I´ve got everything a boy ever dreamed of having."

"Everything" to the fans doesn´t mean exactly what it does to Presley - his three Cadillacs (the fourth on order), his sports car, motorcycle and new house in Memphis. It is something on an entirely different plane, and it is potent enough to keep the teenagers standing in line for hours to get in to see him and then hang around in hordes to catch the second show. Some fans were even determined to follow him to Corpus Christi Monday. Why the passion for Presley?

Squealed one girl: "Because he looks so mean!"

The boy with the socko scowl, who can say "Yes, ma´am" politely and bestow lingering kisses with equal facility, strolled onstage for the first time at about 4:30 p.m., following a string of western entertainment that included Wanda Jackson, Hank Locklin, Charlie Walker, the Farmer Boys, Leon Payne, the Texas Cool Cats and several others.

The show had been rocking the house since 3 p.m. Elvis, 21, an ex-truck driver, was wearing a white silk jacket, black trousers and a blue satin shirt with a mandarin collar. Diligent research uncovered that he sang "*Baby, Let's Play House*," "*Heartbreak Hotel*," "*Long Tall Sally*," "*I Was The One*," "*I Got A Woman*," "*Only You*," "*Blue Suede Shoes*," "*Money Honey*" and "*Tutti Frutti*." You couldn't hear Elvis on the front row.

Uproar exploded each time he looked as though he might open his mouth. A flash of white teeth from Elvis, a loose-hipped slur of dance steps or a Brando-like gaze from his soulful blue eyes, and the floor vibrated with 6,000 stamping feet, whistles shattered the air.

Cries of "Look this way, Elvis" and "Here, over here!" drowned Elvis out. Lipreaders jumping out of their seats in the vicinity of the reporter obligingly supplied the song titles.

Presley is billed as the "nation's only atomic powered singer" and the program says his specialty is "a peculiar brand of western bop." That may or may not be true.

But visually from across the footlights he comes through like the midnight express. He kicks, slinks, shimmies and gyrates.

At times he resembles a man who is desperately wrestling his way out of a particularly confining batch of salt water taffy.

Ten policemen were on duty inside the auditorium for the Presley show. Seven of them were down in front when the star came on, holding back the crowds (mostly girls) that threatened to surge across the orchestra pit and up on the stage.

Earlier the floor between the first row and the pit was a sea of full skirts as Elvis worshippers crouched and crawled into position, cameras at the ready. They had to move back.

ELVIS PRESLEY—NOT JUST COOL—HE'S FROSTY!
Singing sensation gives out at auditorium Sunday.

Elvis in San Antonio, April 15, 1956

After the show a throng estimated at 3,500 jammed against the west stagedoor entrance, chanting "We want Elvis!" Plans to sign autographs from a table inside the door were abandoned when one girl fainted (she was dragged inside and revived by a policeman with an icebag and Elvis) and others burst into tears.

Presley waved to the screaming crowd from an upstairs window. One enterprising boy climbed up the shrubbery and won an autograph. A few autographs had been dispensed earlier to girls from Dallas and Austin representing the state's Presley fan club, largest in the world with 3,000 members.

One girl who said it was her birthday was rewarded with a long kiss. Others got brotherly busses on the cheek, pats on the cheek, pats on the shoulder and squeezes.

At 6 p.m. the mob had not thinned sufficiently to permit Elvis to leave the auditorium. He amused himself at the organ, calmly running through "*Silent Night*," "*Harbour Lights*" and several other tunes while the teenage public pined outside.

He plays by ear, used to sing in the choir in his native town of Tupelo, Miss.,

feels "real good" when he gets three or four hours sleep a night, never gets excited over anything, except maybe the fact his "*Heartbreak Hotel*" has just sold 1,000,000 records. He is under 7-year contract to Paramount.

Has he had any proposals since his rapid rise to fame in the last six months? Replies Presley: "I´d hate to say yes ´cause I´d be conceited, and I´d hate to say no ´cause I´d be lying."

If diplomacy counts in show business, Presley should be up there in the front ranks for some time.

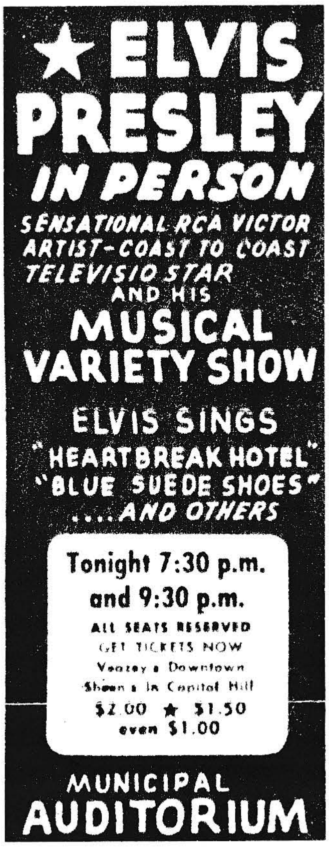
San Antonio Light, April 16, 1956.

Elvis stayed in San Antonio over the night and around noon the next day, April 16, he and his entourage left for Corpus Christi, Tx., where they were booked for a single show at the Memorial Coliseum. More than 6,000 teenagers attended the show and the next day many parents and teenagers said the show was "vulgar." As a result the building manager, Tom Davis, decided to outlaw rock'n'roll shows at the Memorial Coliseum and Exposition Hall, saying he termed shows like that a contributing factor in juvenile delinquency.

On Tuesday, April 17, Elvis performed in one show at the Heart O' Texas Coliseum in Waco, Tx. and while more than 4,000 teenagers watched Hank Locklin, Wanda Jackson and Rudy Grayzell, Elvis sat in his Cadillac limousine, dressed in a black suit and a red, high-necked sport shirt, the "latest" in "cat" circles. Then all of a sudden the intermission was over, the Cadillac zoomed Elvis to the side of the stage and he leaped out, took a strangle hold on his guitar and went right into his famous "*Heartbreak Hotel*" as thousands of teenagers seated on the floor and in the stands moaned, groaned and attempted to push their way nearer the stage. From that moment on confusion reigned. Elvis could barely be heard above the noise of chairs moving, falling, girls "ohhing" and "eeeeyeeeing." Everything Elvis did brought up a thundrous scream from the girls. As he sang "*I Got A Woman*" he grabbed the mike, pushed it up and down and fell against it. He shook and did about every bump and grind in the book and the crowd screamed and shrieked and girls swayed and closed their eyes. One girl finally moaned "I can't stand it, I gotta go back to my seat." About that time Elvis went into "*Baby, Let's Play House*," shook with epileptic-like movements, reached up and unbuttoned his shirt. Up went a deafening scream that lasted a full five minutes. Boys in the crowd limited their admiration of Elvis to comments such as "See that shirt? Gotta get me one like it." One girl asked another "Are you allright?" Her companion answered with a feverish "NO!" One hypnotized teenage girl repeatedly walked up in frontof the stage to take flash pictures. After taking several, she aimed once more, pushed the button and the camera burst into flame. A teenage boy burst out: "Gosh, he is so hot even the cameras are burning up!" Elvis sang a series of hot and heavy songs, including "*Blue Suede Shoes*," "*Money Honey*" and "*Only You*" and interrupted his "singing" several times to tell a few off-color jokes, then after two encores he leaped into the waiting Cadillac and was gone before the crowd even knew what was happening. The getaway was arranged before the performance so that Elvis could leave without being mobbed as he had been in several other towns he had played. This was Elvis' third visit to Waco, but by far the most successful. What made the girls go crazy over him? Elvis said he didn't know, but that "it happened so fast, I'm scared. You know, I could go out like a light, just like I came on."

On Wednesday, April 18, Elvis arrived in Tulsa, Ok. in time for the first of his two appearances at the Fairground Pavilion. A crowd of more than 8,000 attended each of the shows and the *Tulsa World* used about 1,500 words to review the performances. After the first show Elvis disappeared into the dressing room beneath the seats where, sitting on a table, drinking concession stand pop from a paper cup, he talked with the reporters when all of a sudden a member of the band walked by and asked him what he was drinking. "Dope," Elvis said. "You know I'm a pusher," then he turned to talk of a painful subject. "People ask me if I take something to make me do what I do out there. I don't even drink alcohol. At first I tried to deny that I took anything but that just didn't seem to help. I switched to wisecracking. "Oh, just a mixture of my own - heroin, benzedrine, cocaine" I don't guess anything can be done about it. They're just going to talk." Then he observed that while it didn't bother him, "It makes my mother mad. People have even phoned the house in Memphis to ask what I take." Elvis sipped his pop and shrugged, talked about the movie contract he had signed, then he relaxed and waited for the next show to start.

Elvis stayed in Tulsa over night and the next day, cruising the streets of Tulsa his eyes fell on a sports coat in a window. He stopped the car, jumped out and went inside the shop and bought the coat. It was a yellow coat trimmed with black lapels and collar. Then he took off for Oklahoma City, Ok. where he was set for two performances at the Municipal Auditorium and while 6,500 youngsters packed the auditorium for the first show, another 6,500 waited impatiently outside to get in for his second performance. The moment the young rock-and-roll singer leaped onto the stage and grasped the microphone, the youngsters started screaming. And they kept screaming until the two shows were over. Elvis wore the yellow coat he had bought earlier in the day in Tulsa for one of the two shows while he whipped the audience into frenzies with such songs as "*Long Tall Sally*," "*Blue Suede Shoes*" and "*I Got A Woman*" during which he broke the strings on his guitar. The *Daily Oklahoman* in their review wrote: "As his show starts he leaps out on the stage with a guitar slung over his shoulders and hunkers at the microphone animal fashion. As Elvis sings he bounces and wiggles every limb, stands on his toes, crouches as if he is about to leap out into the audience, waves his hands in the air and sways backward and forward. But the teenagers love it. As he gyrated about the stage Thursday night his audience danced in the aisles, trembled as if in a trance, screamed until they were hoarse. At one point during the show he had to threaten to pull down the curtain if his audience didn't stay in their seats." At the interview between the two shows Elvis told the newsmen that "I give them what they want. I just let myself go and they like it and I love them for it." To the critics who had described his performance as "Juvenile delinquency set to music" Elvis thought this sort of critic was unfair. "It's a healthy thing," he said. "You don't have to be doped up to do it."

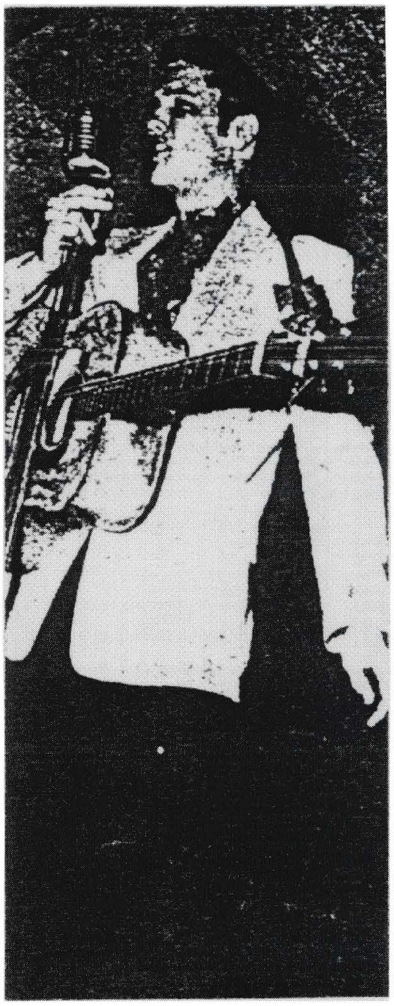

★ ELVIS PRESLEY
IN PERSON
SENSATIONAL RCA VICTOR ARTIST-COAST TO COAST TELEVISIO STAR
AND HIS
MUSICAL VARIETY SHOW
ELVIS SINGS
"HEARTBREAK HOTEL"
"BLUE SUEDE SHOES"
....AND OTHERS
Tonight 7:30 p.m.
and 9:30 p.m.
ALL SEATS RESERVED
GET TICKETS NOW
Veazey's Downtown
Sheen's In Capitol Hill
$2.00 ★ $1.50
even $1.00
MUNICIPAL
AUDITORIUM

Daily Oklahoman, April 19, 1956

Elvis´ shows in Ft. Worth, Tx. on Friday, April 20, were reviewed this way:

City Mothers See RED at Antics Like This

Angry mothers today shot a hole into the rock´n´roll the kind with which Elvis Presley brought ecstatic shrieks from 7,000 teenagers here Friday night. The mothers said young Presley´s gyrations at North Side Coliseum were a bad influence on young folks. One group of eight mothers protested to the press. Others telephoned the Coliseum management. Ken Moore, at North Side Coliseum, said one mother had threatened "to take this to the district attorney." She called Presley´s performance "vulgar and immoral." "I´m sorry she felt that way," commented Mr. Moore, "but no one was forced to buy a ticket." Mothers who called the press and Coliseum declined to give their names, saying they feared reprisals from teenage rowdies. Said one: "If I give my name, anything might happen to my daughter at school." This mother said she was one of a group of eight mothers who attended Presley´s show "to see what we´d heard about this young man´s performance was true." Of the eight, five had teenage daughters at the show she said, adding: "We didn´t stay there long." At two shows Friday night, the 21-year-old Presley moved two huge crowds, mostly bobby soxers, to an unholy fervour. Twenty policemen formed a cordon about the stage to shield Presley from the screaming mob. In that crowd were weirdly worshipping girls who had carved "*Elvis*" in the flesh of their arms with knives. One sobbed, "Oh, Elvis, sweet daddy - I love you." The start of each song touched off a din. And when Presley, wearing a lavender jacket, black pants and loafers went into the pelvic gyrations that are his trade mark, the roof went off. The perspiring youth stopped to tell a story. It was the old vaudeville chestnut about the policeman shining a flashlight into an automobile parked on a lonely road. The punchline, by the cop: "Well, if you´re not doing anything in there, YOU hold the flashlight and I´ll get in." The kids screamed. A Coliseum worker remarked; "I´m surprised he would tell that kind of story to these kids." Backstage between shows Presley sat down beside a pretty little brunet number who had flown into town to see him. He is six feet tall, his black hair is a wavy ducktail and his handsome face suggests a combination of Marlon Brando, John Barrymoore and Rudolph Valentino. Which isn´t bad. He tells you he was making $35 a week as a truck driver in Memphis two years ago. He received $2,000 for his one night´s work in Fort Worth. He´s hot all right. His manager is called to the phone. The call is from Montreal - a Canadian newspapers syndicate want to send a man down to interview him. The last show ended, Elvis pulls away in his blue Cadillac. Surging admirers threaten to knock off the fenders. So what? He´s got two more Caddies - three in all.

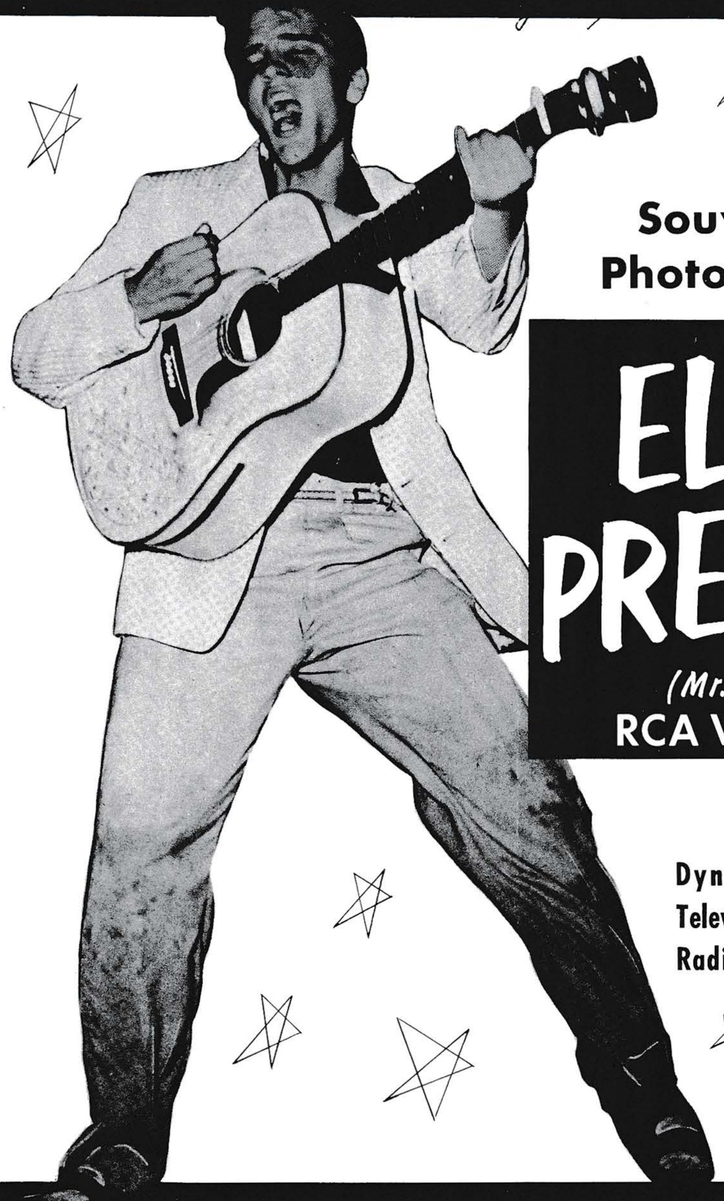


Elvis in Ft. Worth, April 16, 1956

Autographs

All material prepared by
ELVIS PRESLEY'S Advertising
and Promotion Department

Printed in U.S.A.



Souvenir
Photo Albun

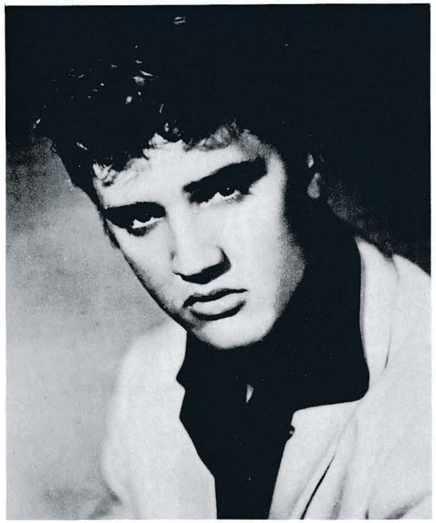
ELVIS PRESLEY

(Mr. Dynamite)
RCA Victor Artist

**Dynamic Star of
Television, Records,
Radio and Movies**

Nation's Only Atomic Powered Singer

ELVIS PRESLEY



Show Stopper

Elvis Presley, the young sensation of country music was born in Tupelo, Mississippi. Growing up in the magnolia state, he was surrounded by the plaintive songs of the blues which were so much a part of the deep South. Some of his uncles were amateur "pickers," and young Elvis often enjoyed watching them perform, and as he grew older, taking part in the same performances. And so it was that his first public performance at the Tri-State Fair in Tupelo began, one in which he won a prize and really caught the "bug" of being a performer.

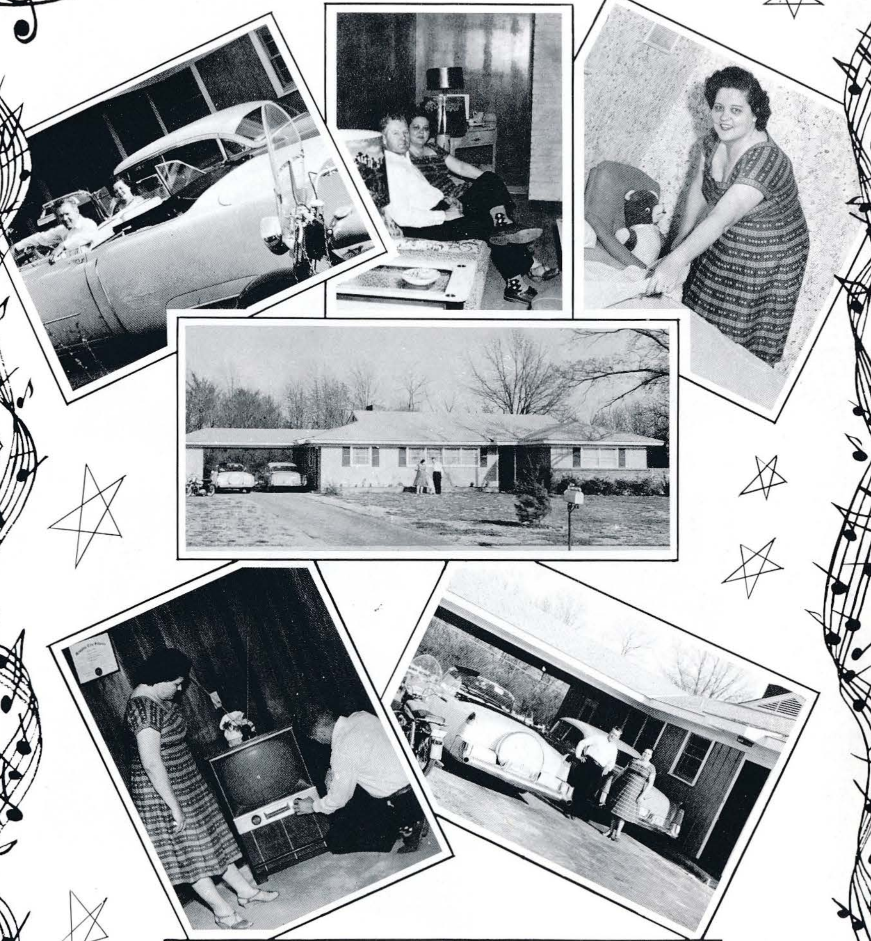
When his family moved to Memphis, Tennessee, Elvis went to high school and did a number of odd jobs, but his main interest still remained with his guitar and his singing. Just for kicks he visited a Memphis Recording Company to make a personal record for his own amusement. By now that record is well known to the followers of peculiar brand of western bop—"THAT'S ALL RIGHT, MAMA."

Elvis' birthday is January 8; is six feet tall and weighs 160 pounds, has dark wavy hair, and moody blue eyes. Elvis is unmarried and has no serious intentions of taking that step. However, he is by no means adverse to feminine companionship.

Exclusive RCA Victor Artist, Elvis is seen on television and in motion pictures and is heard on radio. Elvis' activities are handled by the world's largest theatrical agency, William Morris, under the personal, exclusive direction of Col. Tom Parker.

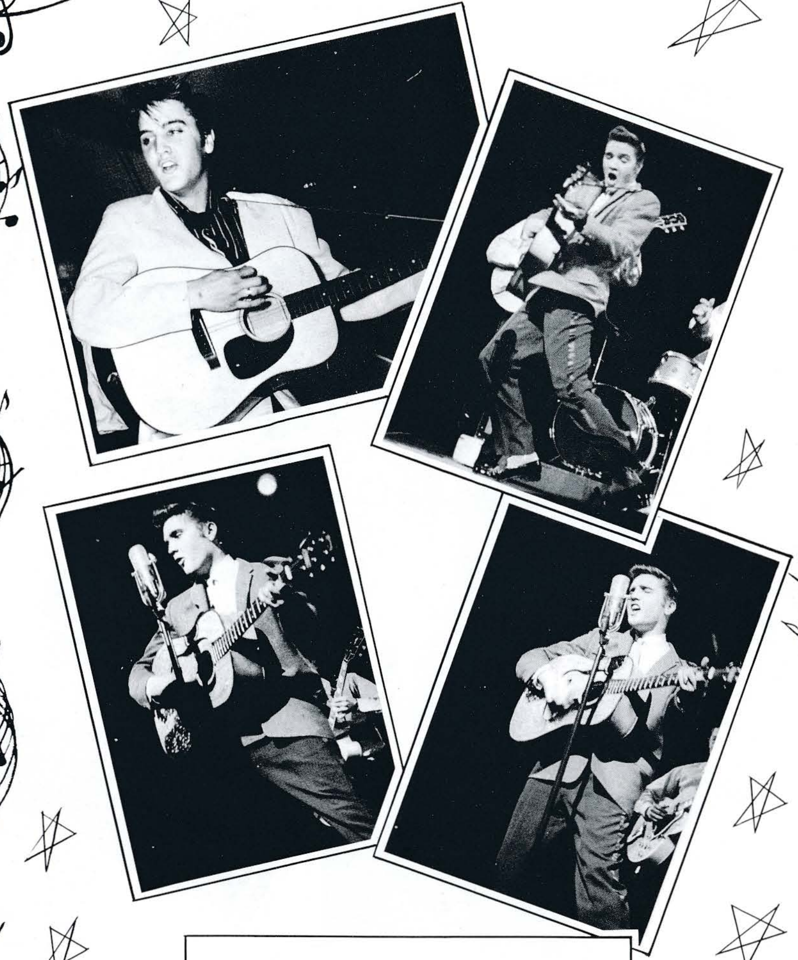
Important! **Join ELVIS PRESLEY'S Fan Club**

For Details Write Today
Box 417—Madison, Tenn.



A Visit with Mr. & Mrs. Presley
(Elvis Mom and Dad) at
their Memphis home

Candid Camera Shots...



Candid Camera Shots...

PARAMOUNT
PARAMOUNT
LUCILLE BALL
DES ARNAZ
FOREVER DARLING
JAMES MASON
IN PERSON
ELVIS PRESLEY
CAROLINA
FRIEDMAN'S JEWELERS
Friedman's JEWELERS
JOY

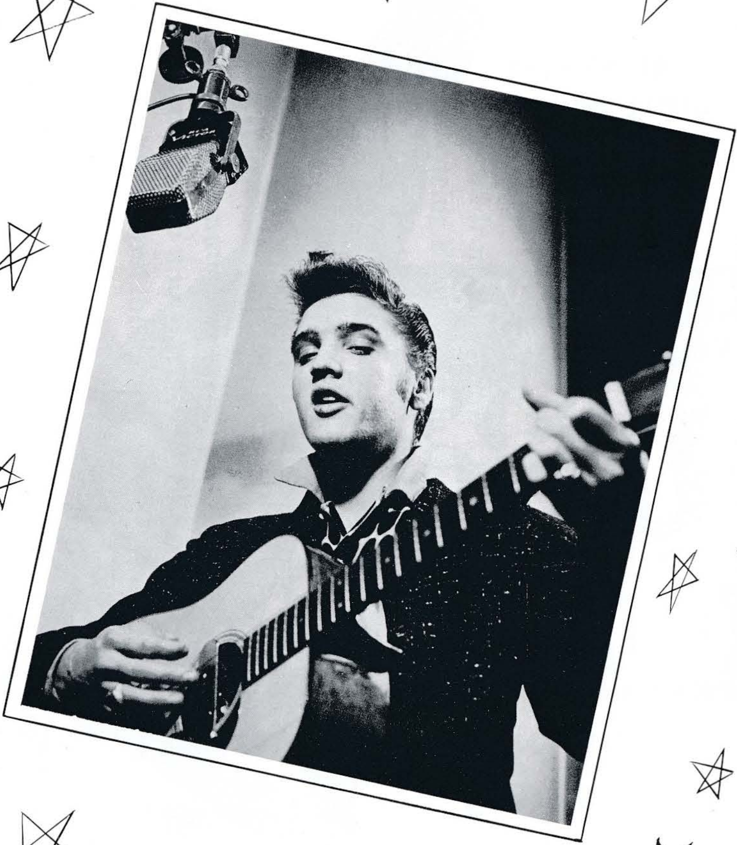
Elvis on Personal Appearances

IN PERSON ELVIS PRESLEY AND STARS OF
GRAND OLE OPRY
2-5 & 8 PM

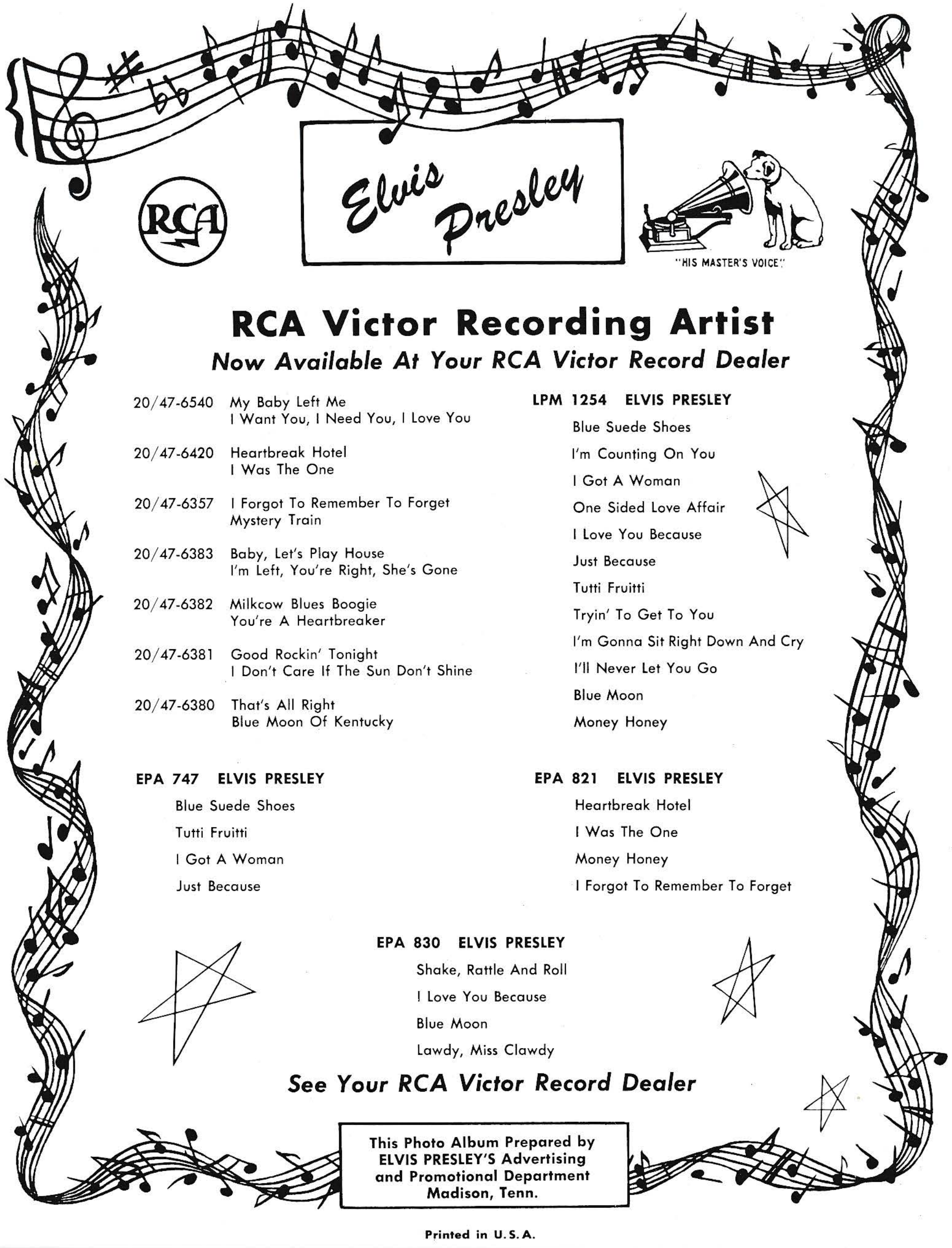
Elvis on Personal Appearances

Elvis Autographing and Visiting with his Fans

Elvis Autographing
and Visiting with
his Fans



Elvis
Presley



RCA

Elvis Presley

"HIS MASTER'S VOICE"

RCA Victor Recording Artist

Now Available At Your RCA Victor Record Dealer

20/47-6540	My Baby Left Me I Want You, I Need You, I Love You
20/47-6420	Heartbreak Hotel I Was The One
20/47-6357	I Forgot To Remember To Forget Mystery Train
20/47-6383	Baby, Let's Play House I'm Left, You're Right, She's Gone
20/47-6382	Milkcow Blues Boogie You're A Heartbreaker
20/47-6381	Good Rockin' Tonight I Don't Care If The Sun Don't Shine
20/47-6380	That's All Right Blue Moon Of Kentucky

EPA 747 ELVIS PRESLEY
- Blue Suede Shoes
- Tutti Fruitti
- I Got A Woman
- Just Because

LPM 1254 ELVIS PRESLEY
- Blue Suede Shoes
- I'm Counting On You
- I Got A Woman
- One Sided Love Affair
- I Love You Because
- Just Because
- Tutti Fruitti
- Tryin' To Get To You
- I'm Gonna Sit Right Down And Cry
- I'll Never Let You Go
- Blue Moon
- Money Honey

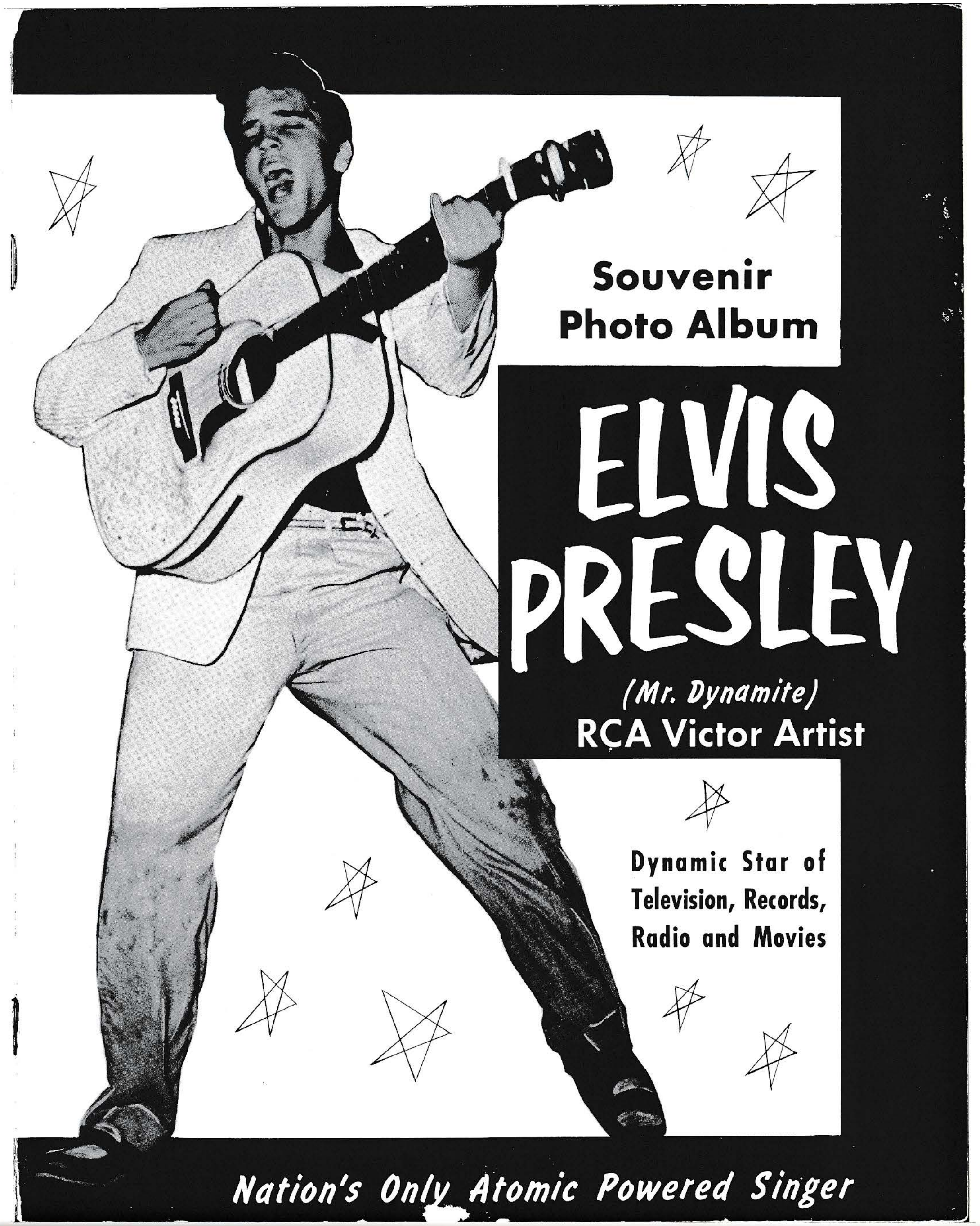
EPA 821 ELVIS PRESLEY
- Heartbreak Hotel
- I Was The One
- Money Honey
- I Forgot To Remember To Forget

EPA 830 ELVIS PRESLEY
- Shake, Rattle And Roll
- I Love You Because
- Blue Moon
- Lawdy, Miss Clawdy

See Your RCA Victor Record Dealer

This Photo Album Prepared by
ELVIS PRESLEY'S Advertising
and Promotional Department
Madison, Tenn.

Printed in U.S.A.



Souvenir Photo Album

ELVIS PRESLEY

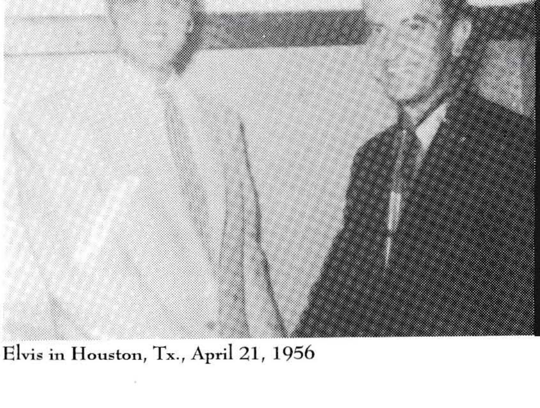
(Mr. Dynamite)
RCA Victor Artist

Dynamic Star of
Television, Records,
Radio and Movies

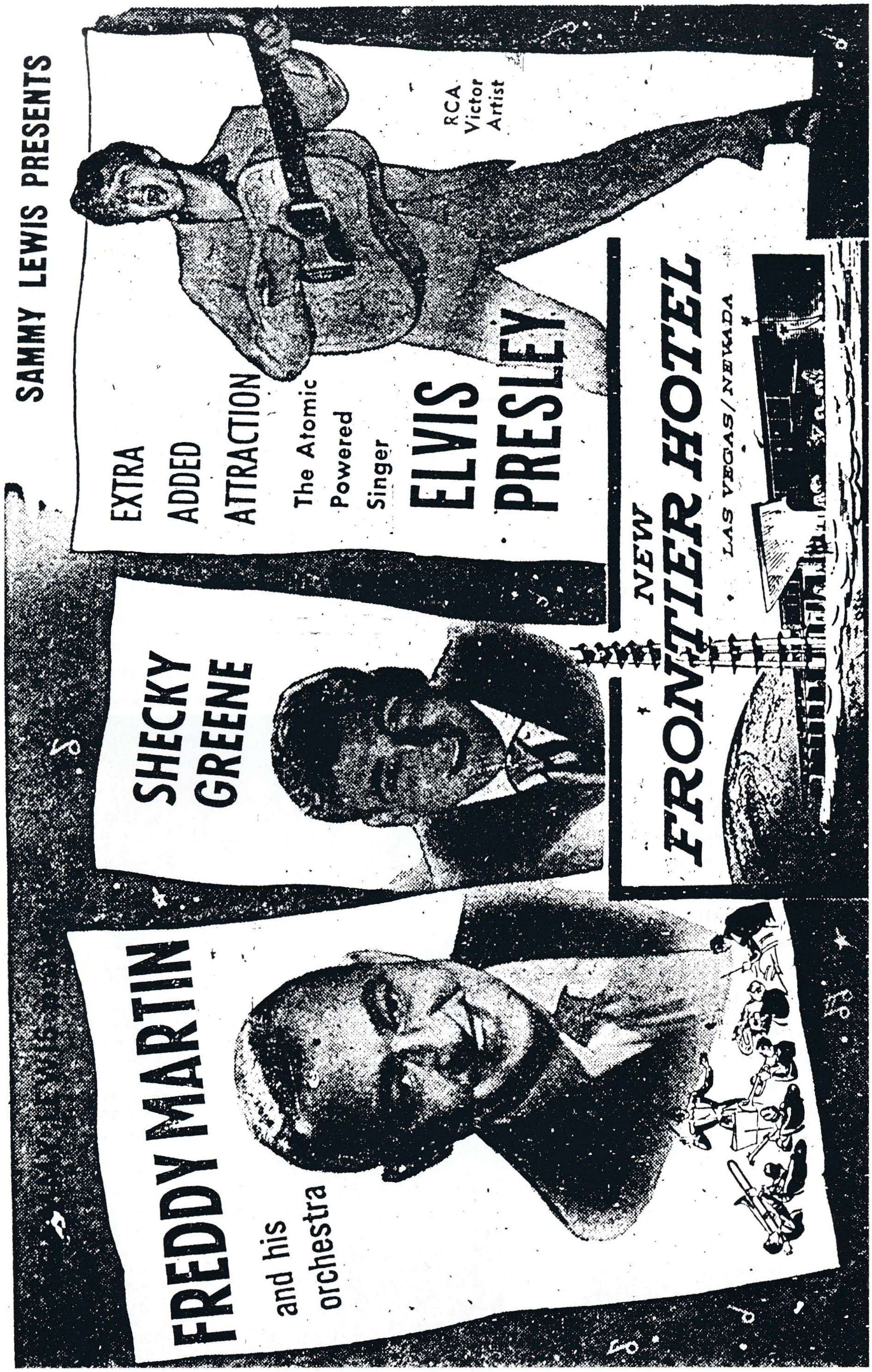
Nation's Only Atomic Powered Singer

The program reproduced on the previous seven pages is the souvenir photo album, which had been printed prior to Elvis' two-week engagement in Las Vegas. As you will notice there are two different front pages as well as two different back pages. The first of the seven pages, with the misspelled "Albun," is the front and back pages of the one that came out in mid-April and is valued at about $175-200. The last of the seven pages shows the front and back pages of the edition that came out in early August and is valued at $150-175. Both copies are reproduced from the author's private collection. Some of the photographs were shot during Elvis' shows in Charlotte, N.C. and Newport News, Va. in February and Lexington, N.C. in March as well as at Elvis' new house on 1034 Audubon Drive between late March and early April. Those photos of Vernon and Gladys Presley at their new home prove once again that most books are wrong when they write that Elvis moved into his new house in May 1956. Photos exist of fans in Houston (reproduced below) on April 21 holding this souvenir photo album (with the autograph section on the last page). So the photos must have been taken prior to mid-April 1956. Probably as soon as early April as it would take some time to put the album together, get it printed and distributed.

On Saturday, April 21, the tall, young giant from Tennessee strode out onto the stage at the Municipal Auditorium in Houston, Tx. and pandemonium reigned. Four thousand teenagers filled every seat in the vast hall and overflowed into the aisles, squealed, moaned and screamed in ecstacy. A squad of police officers pushed back hordes of eager young photographers, mostly girls, who clamoured on stage to snap pictures of their idol. A total of 8,000 customers paid to see Elvis and his combo. It was one of the largest crowds to hit the auditorium in a long time. Clad in generously padded purple sport coat and black pants, Elvis and his band knocked the roof off the hall with low down rock´n´roll blues and primitive rhythms. The first show audience lingered until officials pleaded for them to clear the seats for the second show. And what did Elvis have to say about this? "It´s been a wonderful show, folks," he yelled in parting. "Just remember this. Don´t go milkin´ the cow on a rainy day. If there´s lightning, you may be left holding the bag." Four thousand females just died.



Elvis in Houston, Tx., April 21, 1956



SAMMY LEWIS PRESENTS

FREDDY MARTIN
and his orchestra

SHECKY GREENE

EXTRA ADDED ATTRACTION
The Atomic Powered Singer
ELVIS PRESLEY
RCA Victor Artist

NEW
FRONTIER HOTEL
LAS VEGAS / NEVADA

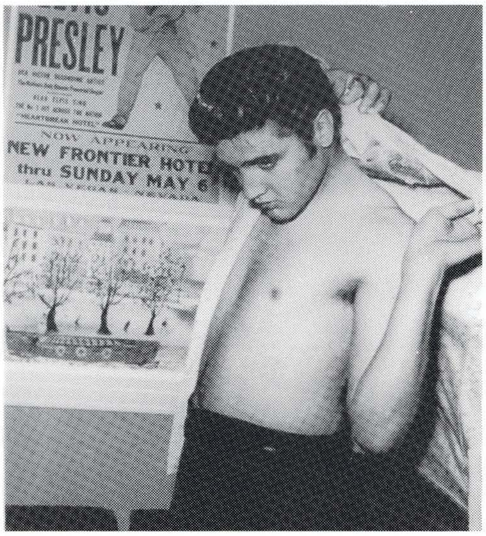
Las Vegas Review Journal, April 1956.

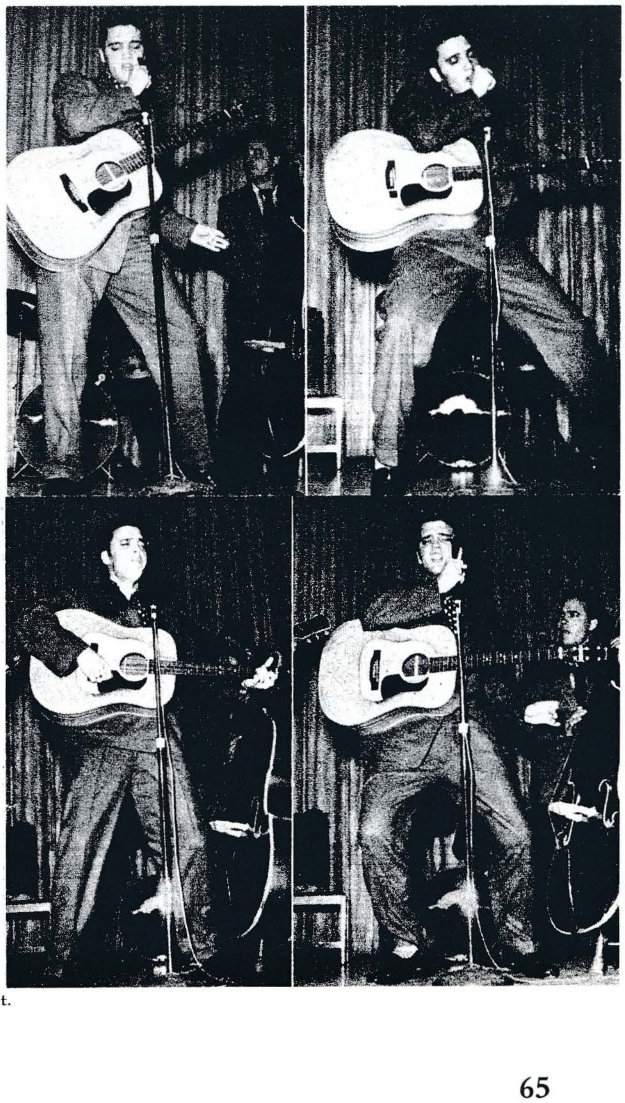
On April 22 Elvis and his gang headed for Las Vegas where he was to start a two-week engagement at the Venus Room at the New Frontier Hotel. It is possible, but not very likely, that he stopped somewhere along the route from Houston, Tx. to Las Vegas, Nv. for a show.

The *Las Vegas Sun*, in its April 19 issue, mistakenly advertised Elvis' appearance along with Freddie Martin and Shecky Greene: "Opening Monday, April 32rd," so the following day the same advertisement appeared with the correct opening date "Monday, April 23rd." Then on April 21 they used about 250 words to introduce Elvis under the headline "Elvis Presley, New Singing Find, Booked Into New Frontier." The other local paper, the *Review-Journal* used about 500 words to introduce Elvis under the headline "Rock and roll Singer Due Here Monday," along with a full-length photo of Elvis.

Friday night, as Elvis performed in Ft. Worth rumours reached the *Las Vegas Sun* news room that he had dropped dead in Ft. Worth. Calls were immediately made to the New Frontier Hotel as well as to Ft. Worth. The answer from Ft. Worth was: "If Elvis is dead, then his ghost just broke all records in Ft. Worth."

Many reports mentioned that Elvis was booked for four weeks and that he was replaced after two weeks because he flopped. Elvis was actually booked for two weeks only, as can be seen in the advertisement in one of the photos below. Did he flop? Some might say that he did, but many reviews spoke highly about his appearances at the New Frontier.



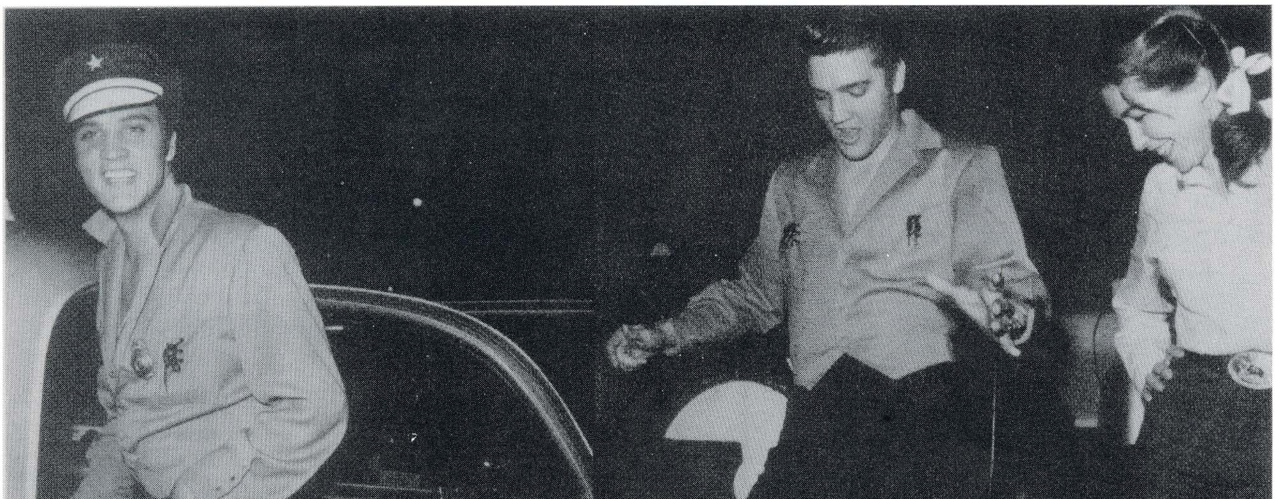


Elvis in Las Vegas, Nv. during his April/May 1956 engagement.

Aline Mosby, a United Press syndicated Hollywood columnist, had come to Las Vegas especially to get an interview with Elvis and they were supposed to meet at the closing Carson-Daley show, but Elvis never showed up. He went to a western movie instead, so Aline Mosby went back to the West-Coast without her interview.

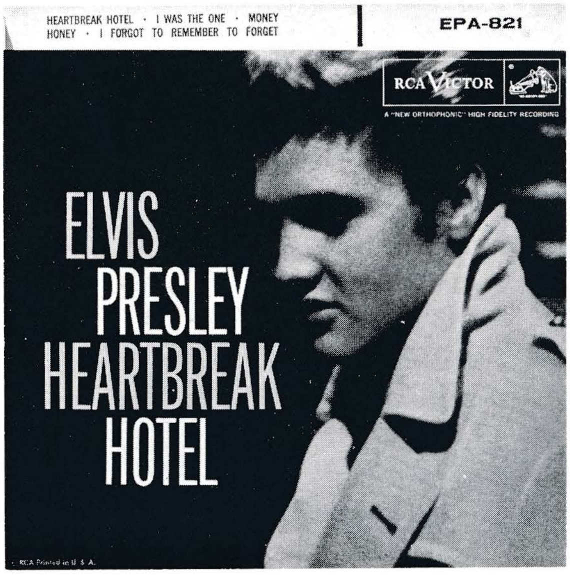
On opening night, Monday, April 23, quite a few celebrities showed up to catch Elvis' act. Among those were: Johnny Ray, with whom Elvis had been compared to for months as well as Liberace and his brother George, with whom Elvis was filmed after the how.

Maury Friedman, the owner of the New Frontier, consented to allow Elvis to do a special show on Saturday, April 28, at the New Frontier. The show would take place in the afternoon and teenagers would be allowed to enter the showroom for $1.00 which would entitle them to a soft drink and all of the money would go to the Baseball Federation. Elvis thrashed at his guitar and gyrated violently to the delight of more than 600 teenage listeners. The show was reported to be one of the nicest seen by the youngsters.



Elvis in Las Vegas, Nv. during his April/May 1956 engagement.

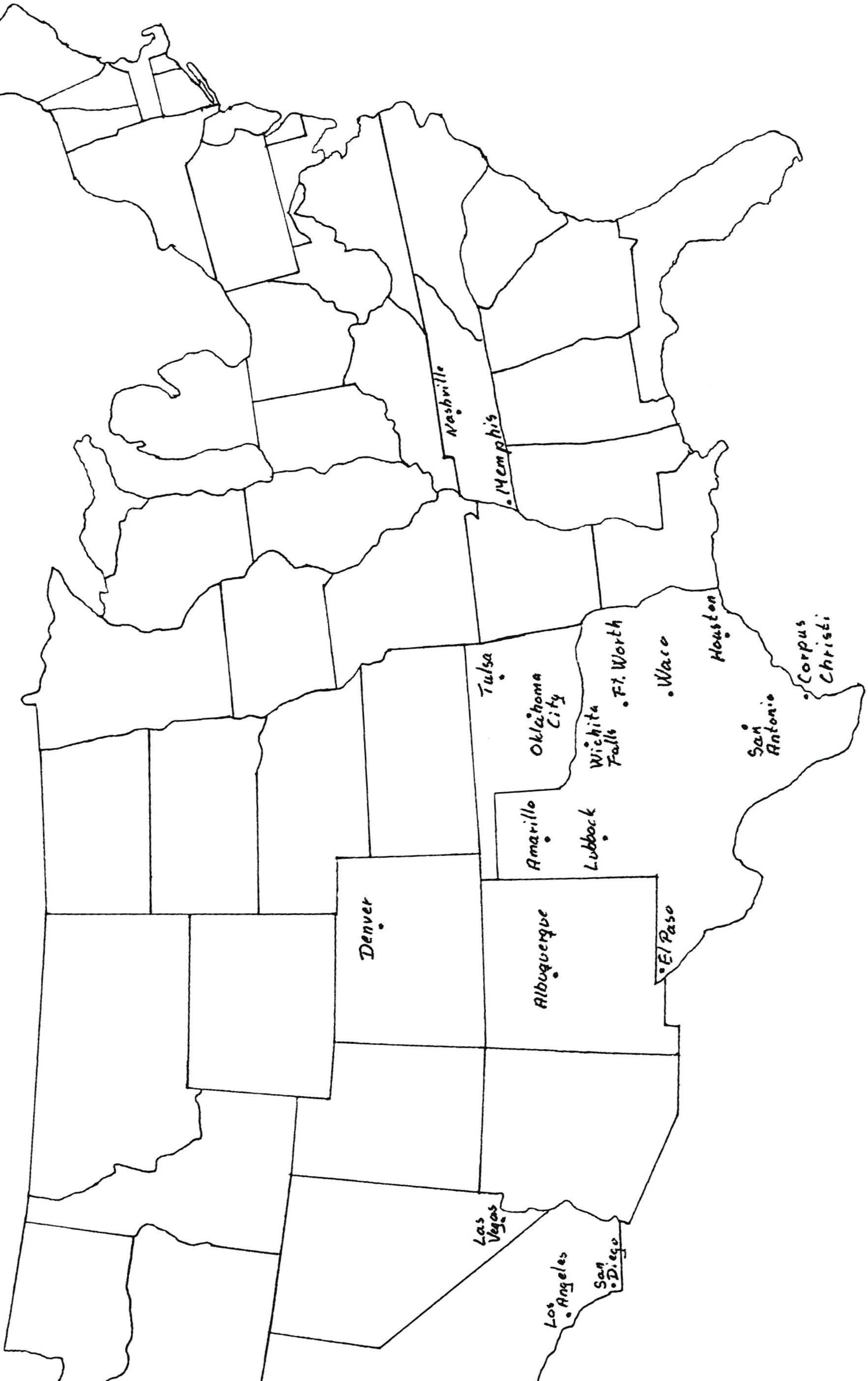
The month of April also saw the release of Elvis´ third EP. Named "*Heartbreak Hotel*" it consisted of the title number in connection with "*I Was The One*," "*Money Honey*" and "*I Forgot To Remember To Forget*." The number "*Money Honey*" entered the TOP 100 on May 2 at position 84. It peaked at number 76 and was on the list for five out of the next six weeks. The EP entered *Billboard*´s EP chart on April 12, 1958 at position 10, peaked at number 5 and stayed for three weeks.


HEARTBREAK HOTEL · I WAS THE ONE · MONEY HONEY · I FORGOT TO REMEMBER TO FORGET
EPA-821
RCA VICTOR
A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING
ELVIS PRESLEY
HEARTBREAK HOTEL
RCA Printed in U.S.A.

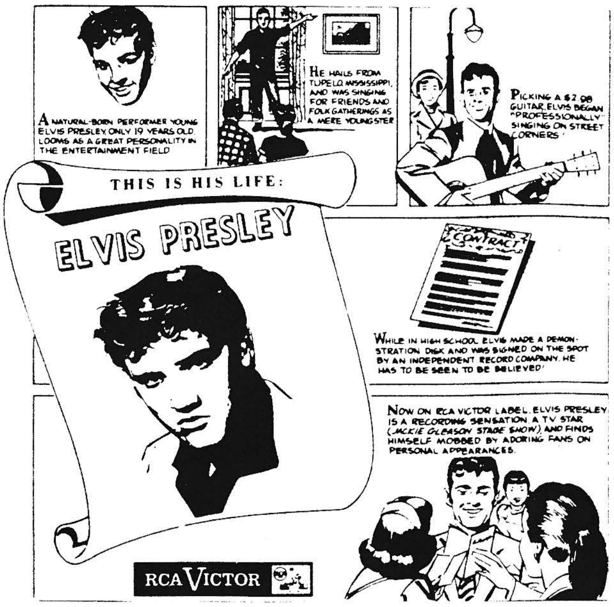
"*Heartbreak Hotel*" EP released in April 1956.

April 1956

1. s		Memphis, Tn.	
2. m	Flight to Los Angeles, then	San Diego, Ca.	
3. t	USS HANCOCK, 1st Berle show	San Diego, Ca.	8:00
4. w	Arena	San Diego, Ca.	8:15
5. t	Arena	San Diego, Ca.	8:15
6. f	Signed movie-contract	Los Angeles, Ca.	
7. s			
8. s	Coliseum	Denver, Co.	3:00, 8:00
9. m	Municipal Auditorium	Wichita Falls, Tx.	7:00, 9:00
10. t	Fair Park Auditorium	Lubbock, Tx.	8:00, 9:45
11. w	Coliseum	El Paso, Tx.	8:00
12. t	Armory	Albuquerque, N.M.	7:00, 9:00
13. f	City Auditorium	Amarillo, Tx.	7:00, 9:00
14. s	RCA studio	Nashville, Tn.	9:00- 12:00
14. s		Memphis, Tn.	
15. s	Municipal Auditorium	San Antonio, Tx.	3:00, 8:00
16. m	Memorial Coliseum	Corpus Christi, Tx.	8:00
17. t	Heart O' Texas Coliseum	Waco, Tx.	8:00
18. w	Fairground Pavilion	Tulsa, Ok.	7:00, 9:00
19. t	Municipal Auditorium	Oklahoma City, Ok.	7:30, 9:30
20. f	North Side Coliseum	Ft. Worth, Tx.	7:00, 9:30
21. s	Auditorium	Houston, Tx.	7:30, 9:30
22. s	En route		
23. m	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
24. t	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
25. w	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
26. t	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
27. f	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
28. s	New Frontier Hotel	Las Vegas, Nv.	2:00, 8:00, 12:00
29. s	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
30. m	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00


Nashville
Memphis
Tulsa
Oklahoma City
Ft. Worth
Wichita Falls
Waco
Houston
Corpus Christi
San Antonio
Amarillo
Lubbock
Denver
Albuquerque
El Paso
Las Vegas
Los Angeles
San Diego

May 1956


A natural-born performer young Elvis Presley, only 19 years old, looms as a great personality in the entertainment field
He hails from Tupelo, Mississippi, and was singing for friends and folk gatherings as a mere youngster
Picking a $2.98 guitar, Elvis began "professionally" singing on street corners'
THIS IS HIS LIFE:
ELVIS PRESLEY
CONTRACT
While in high school Elvis made a demonstration disk and was signed on the spot by an independent record company. He has to be seen to be believed'
Now on RCA Victor label, Elvis Presley is a recording sensation, a TV star (Jackie Gleason Stage Show), and finds himself mobbed by adoring fans on personal appearances.
RCA VICTOR

"*I Want You, I Need You, I Love You*" released on May 4, 1956

On May 4 RCA-Victor released their next Elvis-single "*I Want You, I Need You, I Love You*" backed with "*My Baby Left Me*." The A-side entered the TOP 100 on May 16 at position 90, peaked at number three and stayed on the chart for 24 weeks. "*Money Honey*" also entered on May 16 at position 68, peaked at 31 and was on the list for 14 out of the next 16 weeks. The single would award Elvis with his second gold record. *Billboard* had this to say about the single: "There is no doubt about it, Elvis Presley is just about the hottest artist to hit the wax field in a long, long time. The chanter has not only topped almost every conceivably chart in the pop, r&b and country fields with his hit, "*Heartbreak Hotel*" but also has become the number one seller in the packaged goods market with his "*Elvis Presley*" LP. And now the current rage of the bobby-soxers comes up with two more stirring performances on a pair of tunes tagged, "*My Baby Left Me*," a swinging sentimental rhythm item, and "*I Want You, I Need You, I Love You*," a moving, romantic shuffle ballad. Need we say more about Presley´s selling potential?"

Elvis in Las Vegas during his April/May engagement, right on May 4 with Freddy Martin and Hal Maag.

What Press-Scimitar Writer Saw, Heard At Las Vegas

By ROBERT JOHNSON

Press-Scimitar Staff Writer

LAS VEGAS.—Country boy in high cotton—

That's Elvis Presley today.

Twenty-one years old last February.

Johnson

A year and a half ago, he was just another happy-go-lucky kid, wishing he had four bits he didn't need to satisfy his insatiable appetite for a hamburger and a milkshake.

Today the dollars shower down on him.

He's a celebrity in Celebrity Town—fabulous Las Vegas—and turnaway crowds come to see him nightly in the 1000-seat ultra-luxurious Venus Room of the New Frontier Hotel.

Elvis is barely old enough to be permitted in there. Twenty-one is the age limit.

Life Magazine and Billboard both reported his salary as $12,500 a week. Other sources had it at $10,000. Actually, it is something less than that, but not much.

There is also the golden jingle of pennies dropping as his "Heartbreak Hotel" tops the nation's best-selling records; his album is No. 1 best-seller in the nation, and Presley's records alone account for half of all Victor's pop music sales, according to Victor.

Movie Contract

There's a movie contract with Hal Wallis and Paramount calling for one movie a year for seven years.

Enough to buy him three Cadillacs, a three-wheel Messersmitt runabout and—shining pride of his life—a motorcycle. There's a bit of bickering going on right now because the movie studio wants to write in a clause forbidding him to ride the motorcycle. "I'd rather not make a movie," said Elvis.

Enough to buy a home for his family on a fine Memphis street.

Enough to buy him 30-odd suits, 45 sports shirts and assorted accessories for his traveling wardrobe.

Even in Las Vegas—where the greatest names in entertainment appear by the dozens—he is the center of attraction wherever he goes.

Center of Attraction

When he saunters, laughing and carefree, or intense and with his thoughts turned inward, thru the casinos, heads turn, and a rustle of conversation follows him, like the wake on a boat.

At the bars, in the lounges, in the lines waiting to get in to see him perform, one hears his name: "Is this Presley kid really all that good . . ." Or, "I just don't understand what he's got myself. . . ." Or, ". . . just plain dynamite."

And controversy swirls around his sleek, unconcerned head as he looks about with the lazy, darkly lustrous eyes which are part of the physical appeal which sets off wails and screaming.

Very few who have heard him can be neutral and objective. Most react violently. They either admire him fiercely, or look on him with disdain, touched with perplexed curiosity or actual distaste.

Walter Winchell trumpeted: "Elvis Presley has stolen the thunder from Johnny Ray & Co. The hottest thing to hit the teen-urge set. His 'Heartbreak Hotel' is No. 1 in the 48 states . . ."

Across Street: Ray

Elvis performs just across the street from Johnnie Ray, who is starred at the Desert Inn, on Vegas' gaudy, neon-blazed Strip.

The teen-agers, who were the ones who shoved Elvis on a pedestal, can't get in to see him because of the age limit, so they had a special show for teen-agers last Saturday afternoon.

The carnage was terrific. They pushed and shoved to get into the 1000-seat room, and several hundred thwarted youngsters buzzed like angry hornets outside.

After the show, bedlam! A laughing, shouting, idolatrous mob swarmed him; he fled to the insufficient sanctuary of his suite. The door wouldn't hold them out. They got his shirt, and it was shredded. A triumphant girl seized a button, clutched it as tho it were a diamond.

A squadron of police had to be called in to clear the field.

A dazed older woman who had been bowled over in the teen-age tidal wave was discussing it incredulously at a bar, over a glass of medicinal beverage to calm her jangled nerves:

"My gawd what those kids did to the ladies room. Lipstick all over the walls . . . . . . wastepaper baskets turned over and paper strewn around . . . it looked like a wrecking crew had just finished."

Elvis told me: "It wasn't as bad as some of the times. Like when they threw rocks thru the bus windows so they could grab at me and try to get autographs. The roughest was in Texas. After my shirt went I got scratched all over my back, and somebody raked me under the arm. It hurt."

'I Love It'

How does Elvis feel about this mob display of adulation? "Well, I have to defend myself, but honestly I love it. They're the ones who like me, and they're just trying to show it."

But in the New Frontier's plush salon, Elvis faced a different kind of audience, super-critical sophisticates, wondering boredly what this youngster had which was so hot.

No teen-agers!

There were no screams, no frantic shouts to herald his entrance.

Just cold silence, surmounted by the inevitable hum present wherever alcohol is used internally.

He was in a $40,000 floor show with Freddie Martin, the night club darling of the West Coast, whose honey smooth music came from 28 silken throats.

Elvis took a typically dramatic stance, whanged on that old gee-tar, stomped with his foot, and it was:

"A one for the money, a two for the show, three to make ready . . . and

"GO, CAT, GO . . ."

Elvis' legs went into stuttering, squirming movement, those dark-rimmed eyes were fixed on infinity, his long hair flopping over his forehead, his body almost rigid with emotional intensity, yet throbbing like a high-powered car with the gas wide open and the brake set tight.

The applause was scattered. A cold audience, and the fledgling king of rock 'n' roll was in a foreign land.

Billboard reported that Presley "Didn't Play It so Smart in Las Vegas" and said his opening had explosive repercussions when he stood up UP Columnist Aline Mosby on an interview.

'Blood in Her Eye'

According to Billboard, Presley had arranged to meet Miss Mosby, but passed her up to see a Randolph Scott western. "The fem columnist, who had flown here from Hollywood for the story, reportedly 'screamed' out of Las Vegas 'with blood in her eye.'

"Meanwhile Presley—pulling down $12,500 for the New Frontier date—was switched from closing the show to opening it, after the first night audience—a highly sophisticated group in contrast to his teen-age following—indicated a preference for Freddie Martin and Comedian Sheckey Green."

That's one side of the story. The other is that Elvis, who has played hard audiences before, kept right in there busting guitar strings and shaking his legs and the rafters.

He and his boys poured it on—"Tutti Fruitti," "Heartbreak Hotel," "I Was the One," "Tryin' to Get to You," "Long Tall Sally."

And the ice began to break, to thaw, and all at once you could feel 'em, and the joint—if one may thus refer to a million dollar playground—began to rock.

There was no screaming, no sobbing, no moaning, but some eyes were glazed and far away, and well-shod feet tapped, and there was finger-snapping.

He had 'em, even those who disapproved.

Elvis took his last bow, and Freddie Martin came on stage and said:

"We should have five minutes silence now. Makes me wonder whether I've been wasting my time for the last 20 years. Now, some music to soothe your nerves."

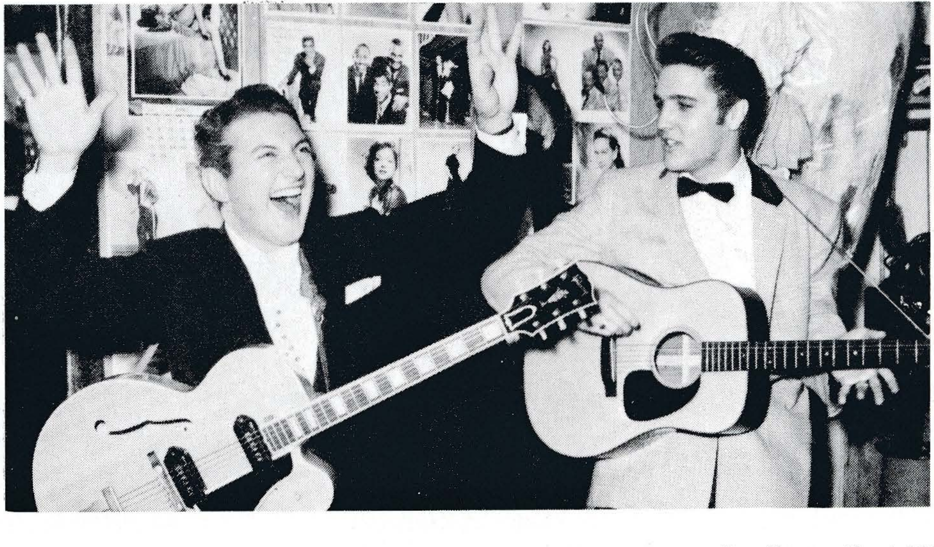
And when the well-fed, well-drunk, well-dressed crowd broke up, they were talking about the kid from Tupelo, Miss., and Memphis, who bought a guitar for $12.95 when he was 13 and taught himself to play it.

Entertainment Scoop

"Fabulous Las Vegas," the slick-paper weekly which is the bible of the strip, noted that "The handsome 21-year-old rock 'n' roller's appearance is considered to be the FLV entertainment scoop of the year."

Las Vegas Sun Columnist Ralph Pearl wrote: "A cold sweat pops out on my forehead as I realize that my missus is now on the brink of a shopping spree for Presley records."

HE'S THE TALK OF THE TOWN—Even in a town full of celebrities, Elvis is a center ot attention. Liberace, who went up like a comet himself, dropped in before his own opening to meet this new young fellow who used a guitar to do what Liberace did with a piano. Liberace clowned with a guitar himself, hazarded it wouldn't do so well for him. No place for a candelabra. Since Elvis' rise, guitar sales are booming.



Press Scimitar, May 4, 1956.

Pearl described Elvis' technique as shaking and shivering "like he's suffering from itchy underwear and hot shoes," and said in bewilderment, "So there stands Elvis Presley, who probably has yet to drink his first beer or kiss his first girl, the absolute rage . . ."

Life has turned topsy-turvy for Elvis in more ways than one.

Night has become like day.

We had breakfast at 4:30 p.m. Elvis, when he gets wrapped up in music, completely ignores food. Afterward, his appetite is enormous.

He ate a half canteloupe with ice cream. Then a full breakfast with a special side order plate of bacon.

"Think I'll have another canteloupe and ice cream," he told the waitress.

When he was first starting out on the road, he sometimes ate eight cheeseburgers and three milkshakes at a sitting.

But Elvis hasn't fattened. He is leaner.

"I don't drink and I don't smoke," he said. "Never touched a drop of liquor in my life and don't intend to."

He hasn't dropped a nickle on Las Vegas' inviting gaming tables.

"I'm trying to save," he said.

"You know when I first began to get some money, I bought a lot of things I had always wanted. Like cars.

"My father saw we never went hungry, but—well, you know I never had a lot."

So Elvis was like the kid who found a dollar bill in front of the candy store.

"I did some of the things I never could do before—and believe me it was fun.

"But I'm not spending it all now. I couldn't live the rest of my life on what I've got—at least not the way I want to live—but I could go quite a few years.

"You ask me what I like to do now . . .

"Well, I'm just having fun when I get the time, but I don't have much time. Like this afternoon, I'm going over and ride the little scooter cars in the amusement park.

"I guess I enjoy dating more than anything. Is that wrong? I think I'd be crazy if I didn't. I like to take a girl out and look around and have fun."

Two Elvises

There are two Elvises. One is the boy from Humes High, who lugged a beat-up old guitar around and played for anyone who would listen. Once, I reminded him, when they had school shows they had trouble getting him off the stage.

Elvis threw back his head and roared with laughter. "I guess that's right," he said.

There is that Elvis, who can say earnestly: "More than anything else, I want the folks back home to think right of me. Just because I managed to do a little something, I don't want anyone back home to think I've got the big head."

He wants almost desperately to be thought well of at home, where there has been some criticism of him, especially his dancing.

How does criticism affect you, I asked him.

"I don't like it," he said, "but I have to expect it, I guess."

So, with the privilege which comes of knowing him when he was buying his first Cadillac on time, and when his first record, "That's All Right, Mama," and "Blue Moon" was beginning to hit, I let him have some:

"Some people have criticized your dance, and I didn't really know why they were so dead set against it, but now I do. Why don't you cut out the bumps?"

Elvis Presley will appear in Memphis May 15, when he appears at the Auditorium in the Cotton Picking Jamboree, with Hank Snow and the Jordonaires. Bob Neal is promoter.

Elvis didn't say anything, and it was apparent he didn't like it much, but he was thinking.

That night, his dance was wild as ever. But no bumps, and he came thru better.

Likes to Come Home

There is Elvis the boy who gets home every chance he gets and wants all his friends to know he hasn't got the big head.

And there is the other Elvis:

"Mr. Johnson, you know some things just change when something like this happens. I can't just do like I did."

The telephone rings for him constantly. Long distance from all over the country. Girls, and some women old enough to be his mother.

So there has to be a buffer of people around him—an entourage to give him some free time, protect him from Joanie, who was just sitting thinking about him and just had to call him up and sure you remember me, I was the one in the blue dress that night, ya gotta remember.

He goes to sleep after the sun comes up, rises in the afternoon. There has to be some time for going over new music sent him by Victor, by publishers, for talking business with his manager, Col. Tom Parker.

He is nervous from lack of sleep and strain, but he has sleeked out, and he can now put authority in his voice. He is alternately intensely interested, or quickly bored.

Does he realize that other stars have glowed, then burned out?

"It didn't all happen at once. Since the beginning, when I first began, it was just the same. The only difference, the crowds are bigger now.

"Sure. I've thought about it. I know it can end, but it won't happen all at once. I can always make a living on the road.

"What I'd really want, tho, is to be a good actor."

He has just turned down the movie role which was to have been his debut.

"It was a good part, but I just couldn't see it for me," he said. "A good-natured, happy teen-ager, but with nothing up here. After I read the script, I just wanted to do another kind of part."

More Records

He has some new records coming out soon. "Almost didn't make the last session," he said. "We chartered a Cessna from Amarillo to go to Nashville. We were supposed to land at Hot Springs, but got lost and landed at Fort Smith in some little old field. Pretty close, I guess. An old fellow put some gas in, but didn't know about the center tank, and when the pilot switched it on we were just hanging up there.

"For a minute there, I thought this is sure it."

Of all his records, Elvis has a slight preference for "Trying to Get to You," in his album but not one of his best sellers.

What kind of music does he like other than his own?

"All kinds. I like Crosby, Como, Sinatra, all the big ones. They had to be good to get there. I've always been kind of partial to Dean Martin. I like the Four Lads.

"And I'm real partial to good religious quartets."

The loud speaker sounded:

"Paging Elvis Presley. . ."

"Get it will you, Miss Spreckels," he said to his secretary.

The Golden Boy

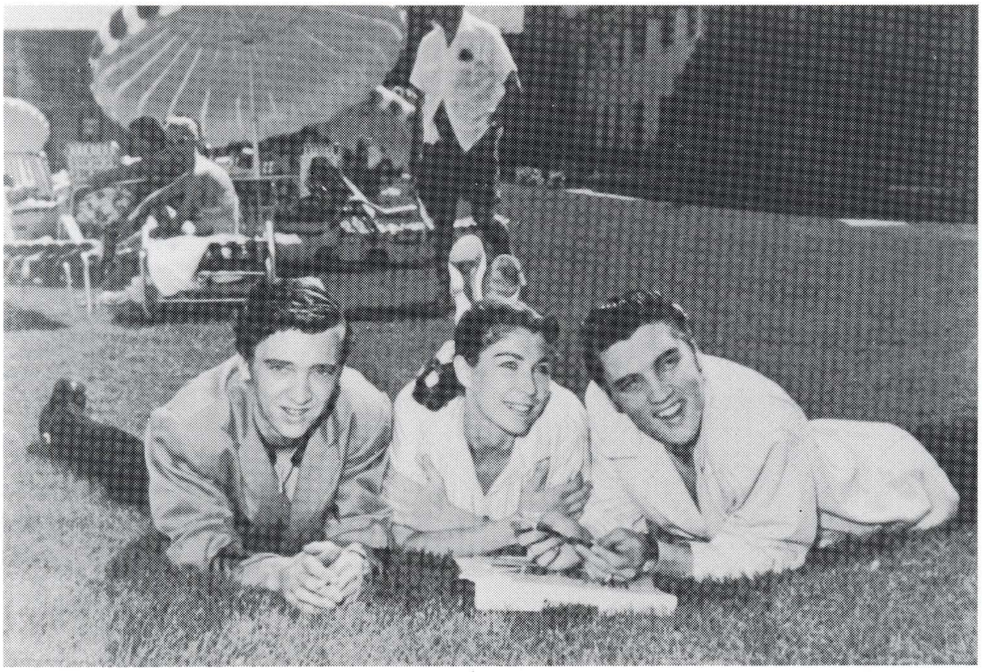
Elvis Presley, 21, potential millionaire, the golden boy of the juke boxes, sat back, his eyes looking inward and far away.

"Sure will be nice to get home for a day or so," he said.

"Paging Elvis Presley . . ."

He looked up, sighed.

A young man riding on a cloud and reaching out for a star, hoping it won't turn out to be a brass ring.



OFFICE WORK—Elvis with secretary and utility man. Mrs. Judy Spreckels, an heiress to the sugar fortune, formerly secretary to Dan Dailey and R. J. (Bob) Wagner, handles Elvis' detail work now. "Please say she is considerably older than I am," said Elvis. She looks in her later '20s, he calls her "Miss Spreckels." At left is Gene Smith, his cousin, son of Mr. and Mrs. William Ed Smith, 769 Kerr. Gene helps keep Elvis' wardrobe in order, takes care of odd jobs, travel details, etc.

Press Scimitar, May 4, 1956.

Elvis' closing show on May 6, 1956 was recorded and initially released on "Elvis Aron Presley," the 8-record box released in connection with Elvis' 25th anniversary with RCA in November 1980. The show went like this:

Emcee: Everywhere he went he was breaking records. And speaking of records he is the number one selling record artist in the country. RCA's pride and joy and this is his last performance so regretfully have to say tonight. We hate to see him go, he´s a fine young man and a fine talent. Let's welcome, ladies and gentlemen, Elvis Presley!

Elvis sings: "*Heartbreak Hotel*"

Elvis: Thank you very much. Ladies and gentlemen, we'd like to tell you this: It's really been a pleasure being in Las Vegas. This makes our second week here tonight, so last night we had a pretty hard time to stay, uhh, had a pretty good time over here. We've got a few little songs we'd like to do for you we have on record in our style of singing if you wanna call it singing and ahh here's one that I hope you like. And this one really tells a story friends. It's not only sad, it's plumpitiful. Plumpitiful! The song is called "*Long Tall Sally.*" It's a new one around here, ain't it? "*Long Tall Sally,*" I want you to listen to this song, it's really tells a story.

Elvis sings: "*Long Tall Sally*"

Elvis: Thank you, music lovers. Thank you very much friends, here's one more little song we'd like to do for you and to do this song we'd like to call on Mr. Freddy Martin and his very wonderful orchestra to back us up. Back us completely up. Night before last on the stage of this audito... of this place here, well uhh RCA Victor awarded me a gold record for the millionth sale of "*Heartburn Motel,*" that we did earlier out here, and uhh we're real proud of it because it's made so much mon.. it's done so well for itself. And here's another one that's coming right up behind that we hope will hit the million mark. This song here, it's called uhh...."*Get Out of the Stables Grandma, You're Too Old to be Horsing Around.*" No this song friends is called the "*Blue Suede Shoes.*" You know that song Mr. Martin? *"Get Out of the Stables"* you know that? You do? Well, you know that one about "*Take Back Your Golden Garter, My Leg is Turning Green,*" do you know that one? Let's do "*Blue Suede*" or something. "*Blue Suede*" or something. Ohh yeah friends, I´d like to do my whole part of the show and I hope that you like something we do up here even if it´s wrong to ahh two celebrities that we have in the house, we may have more, but these two fellows I, I ahh, ahh, yeah I know are here and I´d like to do this little song here for them. Mr Ray Bouldier, he´s in the audience. Mr Ray

Bouldier! And also for Mr Phil Silvers, he´s in the audience. And to Roy Acuff, he´s out there somewhere.

Elvis sings: "*Blue Suede Shoes*"

Emcee: Elvis! Elvis Presley! How about a great hand for Elvis. You can´t let him go with that. Elvis! One more, one for the road.

Elvis: Thank you friends, I was coming back anyway. In all sincerity, phew, it´s about too poop to pop. I got your tutti frutti, just wait a minute. Now friends we got a song here we have on record. This song has really been a big seller for me. It sold 43. Song is called "*Money Honey.*"

Elvis sings: "*Money Honey*"

Emcee: Elvis! Elvis take another bow. Let´s have a great hand. Wish him farewell and a nice trip. Elvis!

The following day Elvis left Las Vegas and upon arriving back in Memphis sometime on May 8, he dropped by the *Commercial Appeal* city room in the late evening. Talking about his Las Vegas experience he said: "Man, I really liked Vegas, I'm going back there the first chance I get." Then he mentioned that he did 28 shows that lasted about twelve minutes each and got paid $25.000 and that Paramount Pictures had put a clause in his contract saying he couldn't ride a motorcycle while making a movie. The article also mentioned that Elvis at this time owned a 1954 canary yellow Cadillac convertible, a 1954 blue Cadillac limousine, a '55 pink Cadillac convertible and a German-made Messerschmidt three-wheeled motorscooter. Elvis, who was dressed in a kelly green frontiersman shirt, black trousers and doeskin loafers, had a nice suntan and had lost twelve pounds from his triumphant two-week stand at Las Vegas.

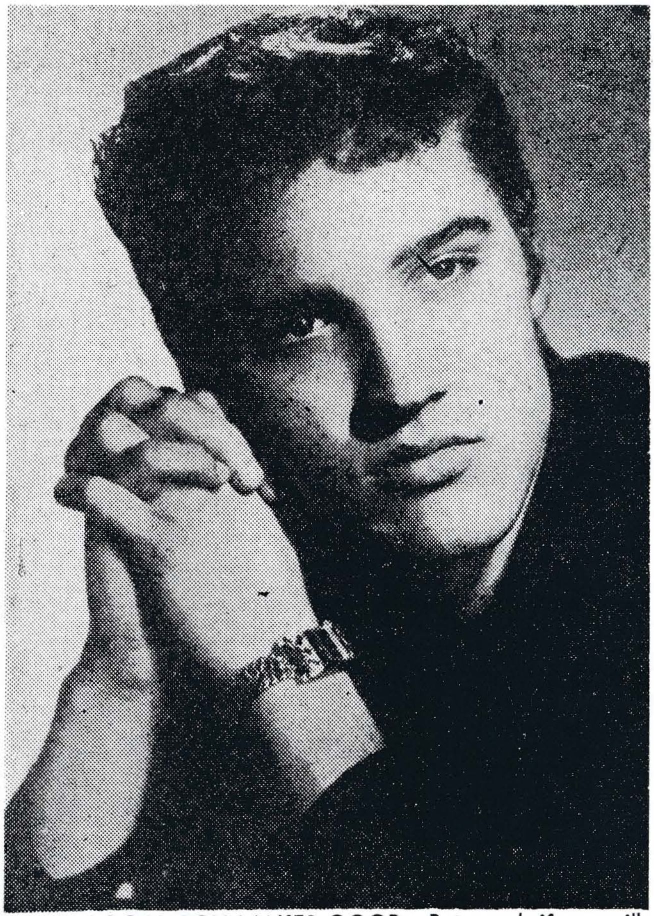
By this time Elvis and his advisers had decided that Elvis was not right for the film version of the Broadway success "*The Rainmaker*," so the movie producer Hal Wallis had hired Cy Howard to write an original screenplay for Elvis' motion picture debut.

On May 10 Elvis paid a visit to Dewey Phillips in the WHBQ studio and the Chisca Hotel was thronged with teenagers, who wanted to see Elvis.

Elvis was riding high on the hit-lists. "*Heartbreak Hotel*" held the number one position on every *Billboard*-chart - Honor Roll of Hits, most played on juke boxes, best seller in retail stores and most played by deejays. And his new record, "*My Baby Left Me*" and "*I Want You, I Need You, I Love You*" got Spotlight Reviews in both Pop, C&W and R&B.

In the May 9 edition of *Variety* there was a story about how Elvis' disc popularity kept RCA-Victor's plants working overtime. The story mentioned that "*I Want You, I Need You, I Love You*" and "*My Baby Left Me*" had an advance order of over 400,000 copies. That was the biggest advance order ever to hit RCA-Victor and although Elvis had only been with the company for six months he had already come up with the company´s alltime pop album seller. His album "*ELVIS PRESLEY*" had topped the 300,000 marker. This was 50% more than the previous best-sellers.

A note in the *Press Scimitar* on May 9 said that Elvis would leave Friday, May 11, for an engagement in Minneapolis. Obviously he left by train arriving in Minneapolis sometime during Saturday to prepare for his two shows the following day, May 13.

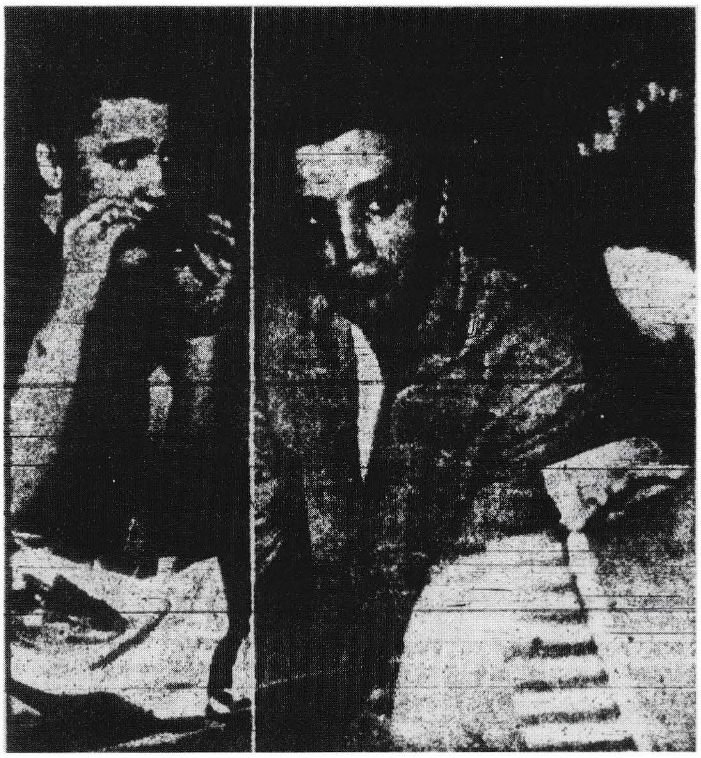


LOCAL BOY MAKES GOOD—But good, if you will excuse the expression. Elvis Presley, Memphis rock 'n' roll artist who has won contracts with both RCA Victor Records and Paramount Pictures in his dizzy ascent to fame, will sing for the home folks in the North and South Halls starting as soon as possible after the landing of the royal barge and the arrival of the Cotton Carnival royalty at the Auditorium Tuesday.

Commercial Appeal, May 13, 1956

There was an afternoon show in St. Paul and an evening show in Minneapolis. Elvis' whereabouts were kept secret in order to keep him from being mobbed off-stage by his fans, as had been the case in a lot of cities during the previous months. At the show in St. Paul Elvis held court for 26 minutes. There were no casualties. Some 4,000 persons, mostly ecstatic teenage girls, greeted the 21-year-old former Tennessee truck-driver. They screamed, they cheered, they whistled, they clapped and they cried. Another 4,000 persons, only slightly less exhuberant, screamed and squealed through Elvis´ evening show in the Minneapolis Auditorium. Youths lined up at the doors before noon. They bought photographs of Elvis for 50 cents, 75 cents and $1. Elvis, in nondescript black shirt and slacks slipped in a sidedoor at 3:15 p.m. A dozen patrol-men held back a mob. In his dressing room Elvis admitted in his southern drawl that he doesn´t know how long his popularity will last. He signed autographs and posed for pictures. Outside the crowd was chanting "We want Elvis." When he emerged in his kelly green jacket and started for the stage, they began screaming again. Police formed a ring around the stage. After the first words of "*Heartbreak Hotel*," the noise of the crowd drowned out the music. Elvis grabbed the microphone with both hands and tossed his head. He shook his shoulders in a motion that carried down through his body to his feet. He shuffled stiff-legged from side to side. He leaned his forehead on the microphone closed his eyes and twitched slowly through his body as he sang. He threw his guitar from side to side and moved jerkily around the stage. The guitar gashed the side of his head and girls in the auditorium moaned and threw their handkerchiefs to him as blood flowed. Police formed a flying wedge to take Elvis to a waiting car after the show, but the crowd broke through. The kelly green coat was half torn off. Two stowaway girls were waiting in the car. Police pushed one into the street and the car drove away. "Hey," the girl screamed, "my friend is in there."

The next day Elvis caught a train for La Crosse, Wi., where he was booked for two personal appearances at the Mary E. Sawyer Auditorium. While a full house yelled like wild banshees at the floor show acts that preceeded the king of rock´n´roll, Elvis himself was pacing nervously near the entrance to his dressing room, his guitar lying carelessly on the floor. Ten minutes later Elvis stepped onto the stage. Immediately the soft-spoken kid disappeared and Elvis, dressed in a purple coat, turned into a musical demon who belted out songs like his young life depended on it. The result was unbelievable, bedlam broke loose. At the first tap of the Presley leg, the auditorium almost exloded. The listeners couldn´t sit still. Every time Elvis opened his mouth or dragged his foot across the stage in a bit of squirming "business" 15 or 20 rushed to push and pull at each other for a place near the edge of the stage. An auxiliary policeman ran out to shake the boldest from the stage itself, before the spectators became the entertainment. When Elvis left the stage, the mob followed him. Five La Crosse city policemen, 12 military policemen from Camp McCoy and 15 auxiliary policemen were barely enough. The swarm of teenagers broke through the first police line and managed to pursue Elvis to a point just above the stairs to his dressing room. There a line of policemen two deep finally managed to stop them. In his dressing room after the show, Elvis talked to eight or ten people, with a coke balanced in each hand, thumbs tapping nervously." Echoes of "We want Elvis" still boomed from the auditorium while Elvis answered all questions.



—Tribune Photos

Elvis Presley Takes On Calories before his two screaming wild performances at the auditorium Monday night. He used those and a lot more while he belted out songs through the pandemonium of roaring rock 'n rollers. At right a reporter from a La Crosse High School newspaper directs a barrage of "who's your favorite whatsit" questions at Presley. He's thinking about the last question, "What sort of girls do you prefer?" He wasn't perplexed for long. "I like 'em all," he grinned.

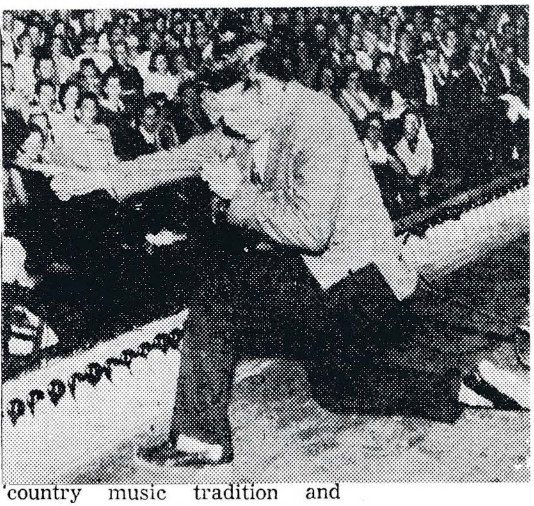
La Crosse Tribune, May 16, 1956

On May 15 Elvis played a show at the Ellis Auditorium in Memphis to a full house. They had to open up both the North Hall and the South Hall to accommodate all 7.000 fans. Elvis, clad in a violently green jacket, did a great show singing such hit songs as "*Heartbreak Hotel*," "*Long Tall Sally*," "*Blue Suede Shoes*," "*I Was The One*" and "*Only You*," during which he turned toward the dressing rooms instead of to his audience. Many a teenage girl wondered if he sang the song for Carolyn Joseph from Columbia, Mo., with whom he was later seen holding hands.

7000 Yell Praise Of Elvis Presley

Fans Electrified—And He's Coming Back for Cynthia-Variety Benefit

By **ROBERT JOHNSON,** *Press-Scimitar Staff Writer*



Two of the proudest persons in Memphis today are Mr. and Mrs. Vernon Presley, who last night saw their son Elvis greeted with one of the greatest ovations and demonstrations of popularity in Memphis history, as some 7000 fans jampacked both the north and south halls of Ellis Auditorium.

The crowd screamed its admiration of Elvis, made so much noise during his performance that sometimes you couldn't hear him and his musicians.

The atmosphere was what is sometimes described as "electric."

One could sense the excitement in the air, as the crowd clamored in frantic approval of every song—"Heartbreak Hotel," "Long Tall Sally," "Blue Suede Shoes," "I Was the One" and others.

Only a few times previously (Billy Sunday, Sousa, Eddy Arnold, Liberace at his height) have so any persons gathered under one roof in Memphis for one attraction, and the reception had a fire and enthusiasm never in memorable history granted a native son.

And they will have another opportunity soon to show their affection for Elvis.

Elvis and his group—Guitarist Scotty Moore, Bass Bill Black and Drummer D. J. Fontana—will return to Memphis on July 4 to star in a 100 per cent charity show at Russwood Park for the benefit of the Cynthia Milk Fund of The Press-Scimitar and the Variety Club's Home for Convalescent Children.

Elvis said some time ago he would like to do this charity show if his motion picture commitment did not call him to Hollywood.

He and Col. Tom Parker, his personal manager, set the date, July 4, because it is the biggest day of the year for them, and they wanted their contribution to be "the very biggest we could possibly make." In order to make the July 4 appearance, they have canceled out another engagement elsewhere earlier the same week.

When Bob Neal announced this last night, a wild roar of approval was evidence that Elvis will have plenty of company when he performs in Memphis next. Details about the July 4 show will be announced later.

Nat Buring and Leo Burson are contributing use of the ball park.

Neal last night presented the entertainment scoop of years. The audience was younger than usual—the teen-agers are the backbone of Elvis' popularity—but there were many older persons present, and they seemed to be enjoying it as much as the teeners.

One mature woman commented: "He was even better than I knew he was. My favorite used to be Jerome Hines (Met opera star), but now Elvis is way out there in first place."

Even those who went out of curiosity, rather than because they like rock 'n' roll rhythm, must have been caught up in the dynamic excitement as Elvis sent 'em.

Commented one: "It's sort of an audience participation show."

And indeed it is. Elvis strikes sparks, and something in his fans catches fire.

The opening of the program featured entertainers with followings of their own—Hank Snow, who is in the original country music tradition and scored with a Jimmy Rodgers song, and the Jordonnaires, a quartet which bridged the gap toward the newer rock 'n' roll school with a spirited gospel, "Dig a Little Deeper," which had the crowd clapping time.

But this was Elvis' night.

Before he came on, members of the audience called for him between numbers by the other performers.

And when he made his typical slouching, nonchalant appearance, pandomonium set in. Elvis worked his hardest. Perspiration was rolling down his face as he whipped out the songs which have made him a national idol. He joked, clowned and you could sense the understanding between him and those who so eagerly follow him.

It was a happy, spirited crowd, and when he made his last exit there was a concerted surge toward the corridor on the side where he had headed.

Elvis had a triumphant homecoming.

Press Scimitar, May 16, 1956.

Minnie Pearl flew to Memphis to see Elvis in concert on May 15.

Teenagers Writhe, Groan As Presley Sings, Swivels

By PAUL MOLLOY

10R B 2
Sec. Row Seat
AUDITORIUM BALCONY
AUDITORIUM
12 RETAIN THIS CHECK
WELDON, WILLIAMS & LICK, FT. SMITH, ARK.
5

The girl was about 14 and she screamed as if suddenly scalded. From the throat of her companion came a weird, guttural whine, like that of a hurt puppy. Across the aisle another girl was literally scratching her arm with her fingernails, leaving long red welts. Tears coursed down her cheeks, mussing her makeup.

They were watching Elvis Aaron Presley, a phenomenon of the show world, and they were part of that phenomenon.

They were among more than 7,000 who jammed Ellis Auditorium last night to stomp, shudder, shriek and sigh as young Presley, a sort of Jane Russell with sideburns, writhed his way through a rock-and-roll repertoire.

Presley, who rose from guitar-twanging truck driver to bobby-sox idolatry before reaching voting age, was the block-buster of Bob Neal's Cotton Picking Jamboree, a feature of Cotton Carnival opening night.

All Sizes, Ages

Stuffy old Ellis Auditorium practically blew its top.

They came in all sizes and assortments: Teenagers in sloppy moccasins and floppy shirts, matrons in blue jeans, adolescents affecting the neatly trained kiss-curl; in the arms of one stout, perspiring woman a worn-out baby slept, its little face nestled in a wilted corsage.

They came loaded down with opera glasses, cameras, popcorn, autograph books and intense desire to be "sent." They were.

Presley is plainly a salesman of masculine sex and the reaction it created was spontaneous. There was no prompting, no coaching from press agents. Some of it was terrifying.

'Hotel' Sends 'Em

When Presley's police-escorted limousine roared to a stop in front of the Auditorium, scores of youngsters were waiting with unashamed ecstasy. As he brushed by her, his full lips parting in a lazy smile, one girl dropped her pencil and stood transfixed. She remained that way, speechless, until after police had whisked the dark-complexioned idol away.

One girl said: "I grabbed his hand and he grinned and he said, 'Cut me loose,' so I cut him loose. It was heavenly!"

When Presley slouched on stage, his pants too tight and his violently green jacket too wide, the kids uttered a bittersweet moan. When he broke into his best-selling "Heartbreak Hotel" some fell to their knees, some clasped their heads, some threw their arms about themselves in a sort of self-embrace and jiggled their knees.

Some girls were actually striking each other with their fists, apparently unaware of what they were doing.

One boy, carried away by the whole thing, was passing himself off as Presley's brother, shamelessly signing autographs for the naive.

There were others on the bill—the Carnival King and Queen and their entourage, Hank Snow, The Jordonnaires and others, but the thousands had eyes and ears solely for the boy with the strange larynx and the swivel hips.

He gave them everything, including the erotic bumps and grinds associated with the Gypsy Rose Lee school. Scores of 4 and 5-year-olds turned their eyes from the stage to gaze upon their pop-eyed, open-mouthed mothers.

'Does Everything'

As a clinical experiment, this reporter asked a cluster of girls before the show what all the commotion was about. "Presley!" they sighed.

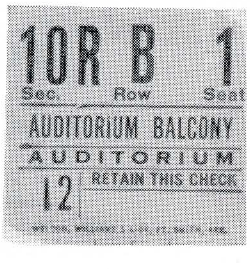
"Who's Presley?"

"Who's Presley?" one snapped. "Where you been all your life?"

And her friend added: "He does everything. He's just the dreamiest thing I ever laid eyes on."

After the performance the dreamiest thing she ever laid eyes on was seen fondly holding hands with a young, out-of-town woman.

Commercial Appeal, May 16, 1956.



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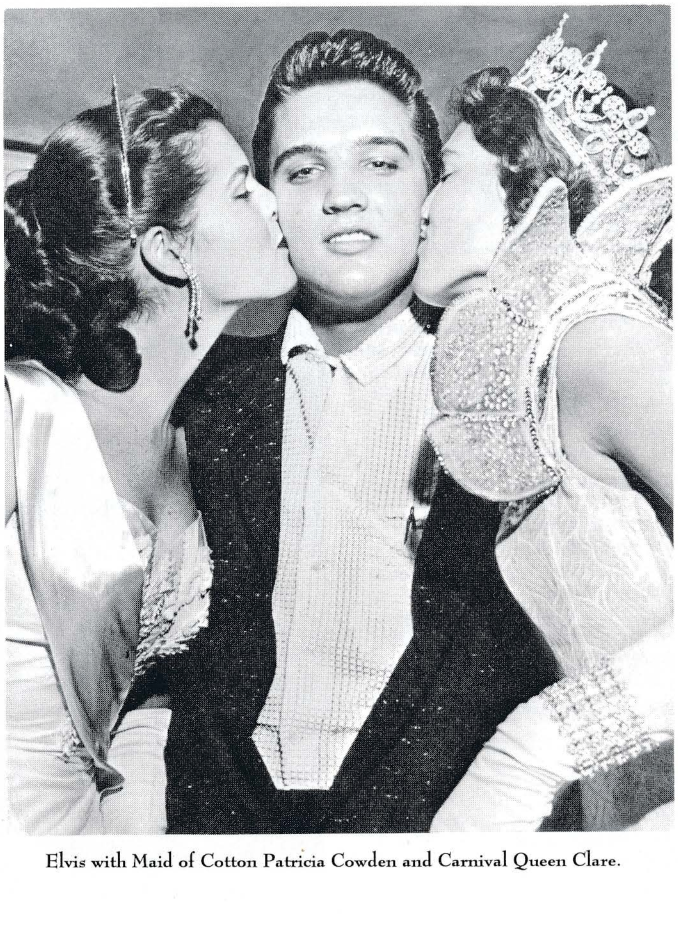
Sec. Row Seat
AUDITORIUM BALCONY
AUDITORIUM
12 RETAIN THIS CHECK
WELDON, WILLIAMS & LICK, FT. SMITH, ARK.



Elvis with Maid of Cotton Patricia Cowden and Carnival Queen Clare.

Elvis stayed at his home on Audubon Drive that night and the following day he was scheduled to catch a plane for Little Rock where he was due on stage at 8:00 p.m. However, something went wrong and Elvis missed the plane connection. One of the deejays were talked into picking up Elvis at the train station and bring him to the Robinson Memorial Auditorium where the show took place. Only one show had been scheduled but since there were so many fans who couldn't get in for the first show they added another one. Elvis, dressed in his violently purple coat and black silk pants, entered the stage with his guitar draped over his shoulder and slinked toward the microphone stand and went right into "*Heartbreak Hotel.*" Instantly, the crowd was on its feet, screaming and waving. Then it was into "*Long Tall Sally,*" "*I Was The One,*" "*Money Honey,*" "*I Got A Woman,*" "*Blue Suede Shoes*" and "*Hound Dog*" which he sang twice. After the first show Elvis met with deejay Ray Green in the dressingroom where he was interviewed:

Elvis in Little Rock, May 16, 1956

Ray: Well, ladies and gentlemen, we're right now in the dressingroom of Elvis Presley. He's just come off stage, cause you know some of the most popular questions that ah people wanna be hearing from him such as his favourite moviestars and things like that, so here we go. Here's Elvis Presley now! Elvis, welcome to Little Rock.

Elvis: Thank you very much. It's a pleasure to be here, Sir.

Ray: Well ahh, would you tell the folks your favourite moviestar in the female sex?

Elvis: Ahh well, ahh I like, I like a lot of them but I guess I like Kim Novak.

Ray: Kim Novak! What about the male sex?

Elvis: Well, I like Brando's acting and James Dean and Richard Widmark, quite a few of them I like.

Ray: I noticed ah, in your write-up in *Time* Magazine that you liked football a little bit. Would you tell the folks something about your football experience or just what position that you liked to play best?

Elvis: Well, I played the end for two years. I ahh never made real good at it but, I mean, I enjoyed playing.

Ray: Well ahh Ok. Now what about ahh, well what about your favourite recording Elvis, since you've been in the business? Your ahh, your favourite recording?

Elvis: Well ahh, I guess I would say ahh, ahh "*I Was The One.*" I like, I like the song especially but ahhhh, "*Heartbreak Hotel*" I would like because it's outsold any of the rest of them.

Ray: That's right! I noticed from the *Hit-Parader* magazine and from the record-sales throughout the country that "*Heartbreak Hotel*" has been right on top for about five, six or seven weeks. Well would you care to make some comment about Little Rock or something like that?

Elvis: Well, this makes my third visit here.

Ray: Your third visit! Well, what do you think about the people?

Elvis: Ahh well it's, it's, it's really wonderful and especially tonight ahh, ahh, I think the crowd is much larger than it's ever been and the people were more responding, but ahh every time I've ever come over here I've been, I've had a real nice time and met a lot of real wonderful people.

Ray: Well very good Elvis. Thank you very much. I'm sure that the guys and the gals and the people of Little Rock will be thrilled to hear that. Well ahh, what are you gonna do on your late show tonight? You're gonna do any deviation from your ahh first show?

Elvis: No I'm not! I usually do about the same. I do the, the songs that ahh I get more requests for which is the ones I did on the first show.

Ray: OK Elvis. This is sort of off the cuff but ahh, tell me ahh, how does it feel to be right up there on top, I mean, right with the ahh well, with the best of them, since you are one of that class. How does it feel?

Elvis: Well, as I was telling you earlier, it ahh feels pretty good. It all happened so fast till I don't know. I'm afraid to wake up, afraid it's all be a dream, you know?

Ray: OK folks that's been Elvis Presley the ahh star that's been right up on top now for about these past, well he's been right up there on top for quite a while now. Say Elvis, before we get away we'd like to ask you a little bit about your ahh, your favourite music. What, what type of music really appeals to you?

Elvis: I like different types. I like, I like rock'n'roll and hill-billy, pop and some classical. I like all different kinds of music. I like anything, any kind, if it's good, you know?

Ray: Well speaking of rock'n'roll. How, how, how ahh what ahh what's ahh your opinion of this rock'n'roll phase that's going through the country right now?

Elvis: Rock'n'roll has been in for about five years and I'm not gonna sit here and say that it's gonna last because I don't know but ahh, all I can say is that it's good, that people like it. It's selling. I don't mean mine, I mean rock and roll but ahh, it might change like years ago when the Charleston was real popular the, the Vaudeville acts stuff like that ahh you could have, you could have told those people maybe it was gonna die out and they wouldn't have believed you. But it's dead now, see and maybe four year, four, five years from now, well ahh rock'n'roll will be dead.

Ray: But ahh as far as rock'n'roll goes you really like it, huh?

Elvis: As far as rock'n'roll goes I really like it, I enjoy doing it and, and ahh, the people have really accepted it great and it makes me wanna knock myself out to keep giving them something to enjoy.

Ray: Well, that's fine Elvis and I noticed you really do knock yourself out. Say, something about your unique style. Where did you get the idea for this?

Elvis: I just ahh, landed up on it accidentally more or less. I, I ahh, pretty close follow ahh religious quartets and they do a lot of rocking spirituals and so that's where I got the idea from, these religious quartets.

Ray: I see, well it's really proving to be a good one for you. I noticed ahh, the fans really go wild when you start ahh, as expression goes "cutting loose." Ahh, what ahh, what type of girls do you like? I know this is ahh very per....

Elvis: Female!

Ray: He likes female girls. Well that's, well I notice the music is just going on. It's almost time for you to go back Elvis but ahh, before you get away, would you tell us just a little bit about your latest release? I understand you had a little bit of plane trouble and everything. Would you tell us just a little bit about that?

Elvis: Ohh well ahh, when I started to ahh, I left Amarillo, Tx. going to Nashville to re, to, to record my latest record "*I Love You, I Need You, I Want You,*" "*I Want You, I Love*" whatever it is. Anyway ahh, ahh, I ahh the plane we were riding ran out of gas at about 6000 feet up in the air.

Ray: Aha, then what happened?

Elvis: Ahh it just, the engine just died, of course he just happened to get us switched to another, to a spare tank he had.

Ray: I see, I understand you had a little difficulty getting started. How many cuts was that you made on your ahh recording? How many different cuts before they found a perfect one?

Elvis: Which recording are you speaking of?

Ray: Ahh your latest recording "*I Need You, I Want You, I Love You.*"

Elvis: Ahh I re, I recorded it about eight times, ten.

Ray: About eight, I understand it's something about twenty-seven. I don't know what, just eight or nine times before you found a perfect cut. OK Elvis and ahh would you make one closing comment please?

Elvis: Ahh yes, I sure would. Ahh I'd like to tell you that it's a pleasure talking to you and thank you very much for the spins you're giving me on my records and, and ahh, thank all the wonderful people that have really, really backed me up and I hope I can....

Ray: OK Elvis, thank you very...

Elvis: I hope I can keep giving them stuff that they like.

Ray: Well Elvis: thank you a lot, it's been fine talking to you and folks, that's been Elvis Presley, the man has been right up on top for the past well for, as I said a moment ago, quite a long while and it's been a pleasure for me to talk to him and thank you very, very much.

After Ray Green had left the dressing-room Elvis got ready to go on stage for his second show in Little Rock. Thanks to Ray Green, who recorded the show, we can now listen to the following:

Elvis sings: "*Heartbreak Hotel.*"

Elvis: Thank you very much friends. A beautiful song that´s real hot around the nations and some parts of Africa. A song here recorded by a friend of mine called ah Little Richard. I never met him but here's the song. Here's the song.

Elvis sings: "*Long Tall Sally.*"

Elvis: Thank you, thank you friends, thank you very much ahh, here's a song that's on the back-side of "*Heartbreak Hotel.*" This song here, on our record we had the very wonderful Jordanaires that was out here earlier to, to, to back us up on this song, back us completely up and ahh and here's a, a little song that we're kind of proud of because it's made so much mo... it's done so well for itself. It's called ahh "*I Was The One.*" The Jordanaires and everything.

Elvis sings: "*I Was The One.*"

Elvis: Thank you very much. The Jordanaires! "*Money Honey.*"

Elvis sings: "*Money Honey.*"

Elvis: Thank you very much friends. Ladies and gentlemen, I got a woman over town. What's your telephone number?

Elvis sings: "*I Got A Woman.*"

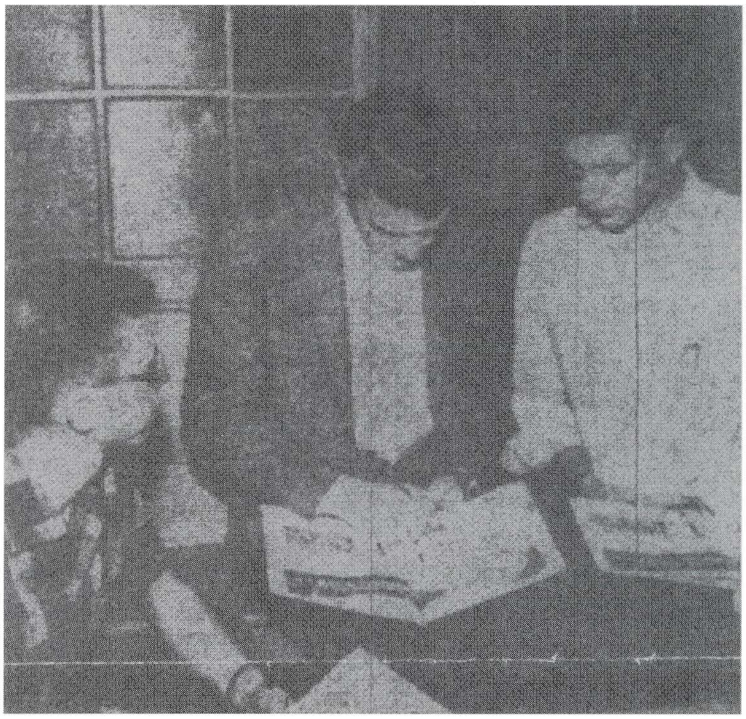
Elvis: Wow thank you friends and everything. Here's a song friends, that is real hot around the nation and some parts of Africa. I don't know "*Uga, Uga, Oobie, Oobie.*" I wish I did but ahh here's one friends that we hope you like. We've been doing this song for around 25 or 30 years around the country and this one really goes. This song is not only sad friends, it's plumpitiful. Just listen to it.

Elvis sings: "*Blue Suede Shoes.*"

Elvis:	Thank you very much friends and everything. We'd like to tell you that we're gonna be back in Little Rock again real soon friends and ahh everything. Hey still, thank you very much and ahh, we're gonna be looking for everybody out to see us that was here tonight and everything and if you're not here friends if you're not here friends, remember this one thing. Remember this one thing.
Elvis sings:	"*Hound Dog*."

The next day Elvis went to Springfield, Mo. where he was booked for a single performance at the Shrine Mosque.

On May 18 Elvis performed before two packed houses at the Forum in Wichita, Ks. Between the two shows Elvis took time to autograph the high school annuals for some of the local teenagers and he was interviewed by local disc jockey, Daryl Klassen. He even wanted to swap his crimson dinner jacket with the deejay, who boasted a leopard skin dinner jacket. "That's a real beautiful coat," Elvis commented. Earlier in the evening Elvis had posed with the Robinson Intermediate Fan Club, to whom he'd given his blue suede shoes.



Elvis in Wichita, Ks. on May 18, 1956

On May 19 Elvis played the University of Lincoln Coliseum in Lincoln, Ne. Following is the review that was printed in the *Sunday Journal & Star* on May 20, 1956.

3,000 Teen-Age Fans Scream for Presley

By PAUL MEANS Sunday Staff Writer

Elvis Presley, one of the nations leading exponents of the "rock and roll" vocal, kept Lincoln police busy Saturday night as they tried to hold back 3,000 wildly screaming teenagers during the singer´s performance at the University of Nebraska Coliseum.

Presley, garbed in yellow sports coat with black stripes, a blue irridescent shirt with a kimono collar, black pegged trousers, and hair coiffured in "ducktails" and sideburns, had the young Lincolnites in such a frenzied pitch they tried to grab him off the stage.

Presley signs autographs in a blurring rush of teen-age fans in Lincoln, Ne. on May 19, 1956.

One girl knocked down all of the stage foot lights while trying to grab the singer. Another grabbed a chord which disconnected the entire loudspeaker system. When the performance was finished, teenagers mobbed the stage. A cordon of policemen finally got Presley out of the auditorium.

Police said their instructions were to escort Presley to a state car waiting out front immediately after his performance. Presley, however, said he did not want to leave. He was signing autographs and having his picture taken with some of his teenage fans. Because of the press of the crowd police finally forcibly escorted Presley out of the Coliseum and into the waiting car.

The crowd was carried to a highpitch of near hysteria by the acts preceeding Presley, which kept increasing in tempo with rock´n´roll rhythm and old time handclapping hymns.

During an interview Presley said he has been in the entertainment business for a year and a half. When asked what type of music he sings, Presley said it was "a little rock and roll and a little hillbilly."

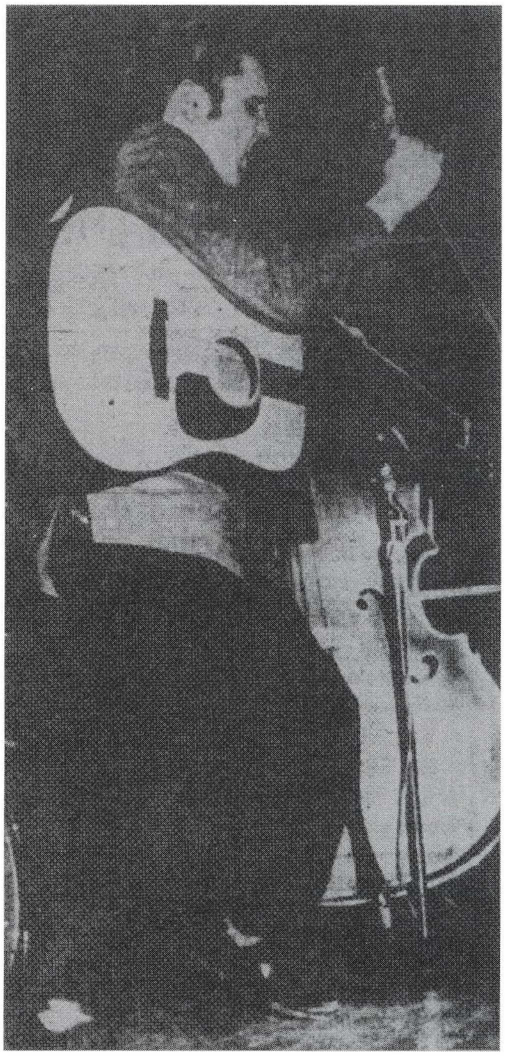
Asked how the frenzied reaction by teenage girls affected him, Presley said he thought it was "great, makes you want to kill yourself to do everything you can to please them."

Presley said he didn´t believe his singing was a bad influence on teenagers. "It´s not bad it´s just rock and roll and it has been around for five years now - maybe it´s not good, but I don´t say it´s bad. Once it was the Charleston, now everything is rock and roll."

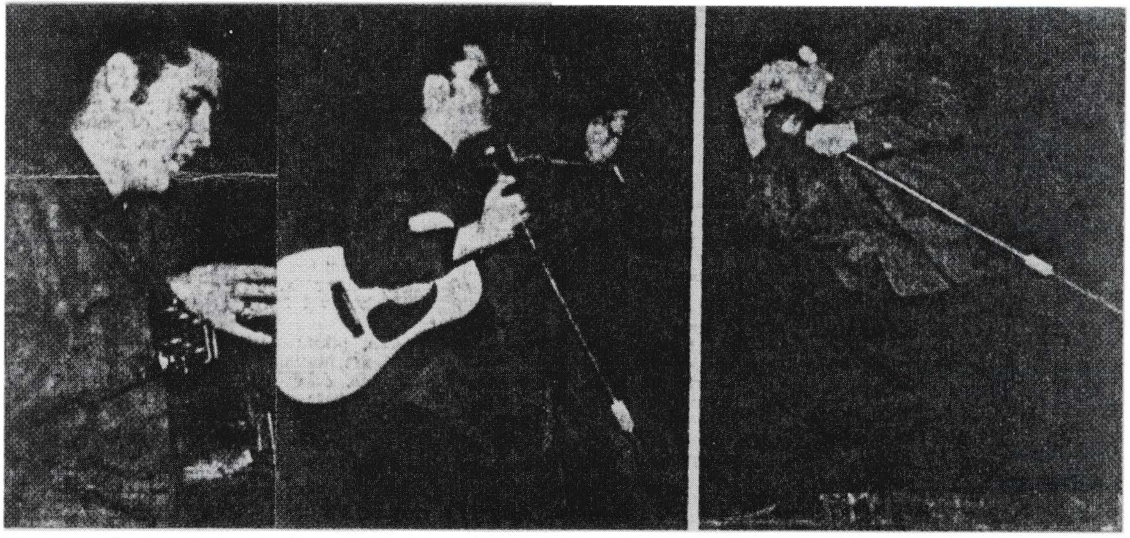
Presley denied reports he wants to be an author. I don´t know too much more than how to write my name, and anyone says that I told them I was going to write a book is just plain crazy."

"I don´t even smoke or drink," Presley said, "and I started singing as a gospel singer and come from a Christian home."

The following day Elvis, wearing a bright red coat over a black silk shirt, entertained 7,000 Omahans at two shows at the Civic Auditorium in Omaha, Ne. Elvis was on stage for 22 minutes and the shrieks from the gals - from 5 to 50, although the majority were teenagers - resounded all through the shows. One of the shows were seen by comedian Victor Borge, who afterwards commented that "The only thing he does like me is that he doesn't come back for an encore. When he walks away the show is over."

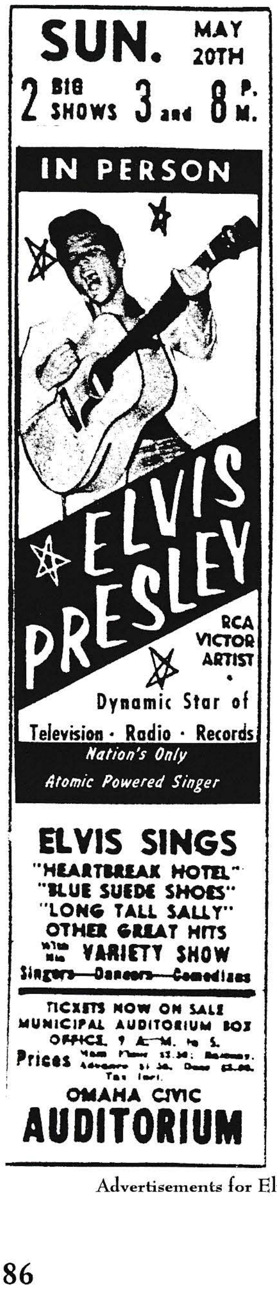

Elvis in action in Omaha, Ne. on May 20, 1956

On May 21 Elvis arrived at the Municipal Airport in Topeka, Ks. wearing nothing above the waist but a loose-fitting, two-button shantung suit coat which exposed considerable bare chest. After checkeing into the Hotel Kansas he prepared for the 7:00 p.m. show at the Municipal Auditorium. In the Auditorium that night were 2,500 teenagers who watched Elvis who was dressed in his red coat, black shirt and black trousers. With movements which would put a burlesque queen to shame, Elvis squirmed out his songs. He kept himself so breathless from the physical contorsions that the pleasant timbre of his lower baritone notes could seldom be detected. As soon as the show was over Elvis was out of the building by a secret exit and back into the Hotel Kansas before the youths caught on. However, the copy girls from one of the local papers as well as some other young women caught up with him. Elvis played host to them all, seating himself on the floor in the middle of his adorers, where he was interviewed by the copy girl.

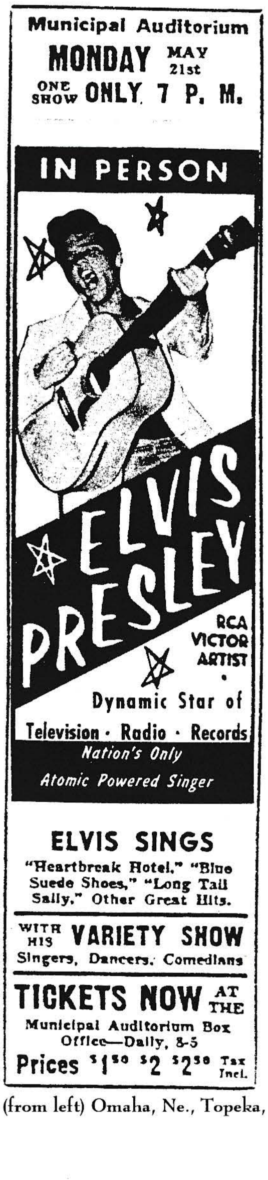

Elvis in Topeka, Ks., May 21, 1956

On Tuesday, May 22, Elvis hit Des Moines, Ia. Again he was scheduled for one show only and about 4,000 teenagers watched him gyrate through his 20-minute appearance singing his heart out for them. He loped across the stage like a starved panther singing "*Heartbreak Hotel*" and "*Long Tall Sally*," then he said: "I dread to sing this next song because when I'm through I've just about had it. I'm just to pooped to pop after singing it" and it was into "*Blue Suede Shoes*" and the screams and applause increased. As usual he closed out with "*Hound Dog*" while he wrestled the microphone to the floor of the stage.

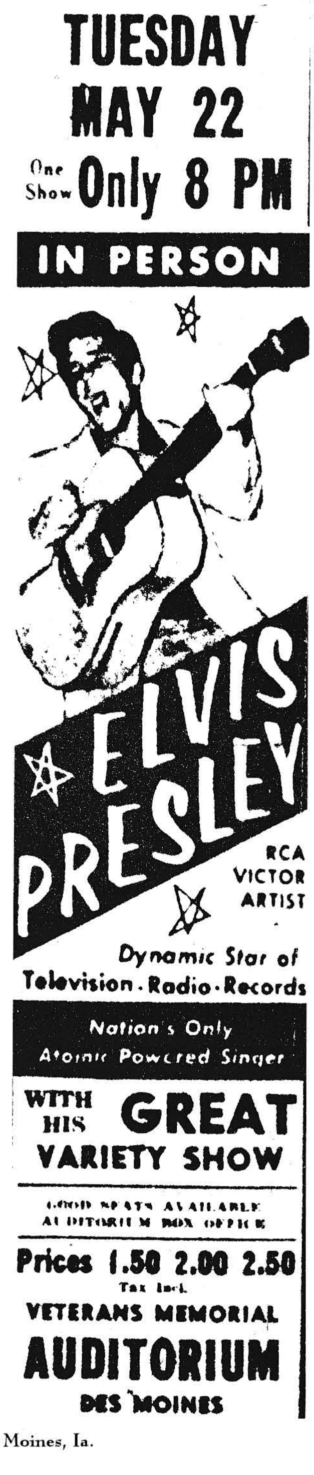
One of the few negative reviews from this period came from the *Journal* in Sioux City, Ia. where the reporter thought that Elvis´ show on May 23 was the most disgusting exhibition she'd ever seen. Her only consolation was a prediction that Elvis' sensational popularity would be a short-lived one. An expected raid by a gang failed to materialize. Extra police were on hand after they were tipped off that the group of boys would try to break up the performance. The boys were said to be jealous of Presley because "all the girls like him."



SUN. MAY 20TH
2 BIG SHOWS 3 and 8 P.M.
IN PERSON
ELVIS PRESLEY
RCA VICTOR ARTIST
Dynamic Star of
Television · Radio · Records
Nation's Only
Atomic Powered Singer
ELVIS SINGS
"HEARTBREAK HOTEL"
"BLUE SUEDE SHOES"
"LONG TALL SALLY"
OTHER GREAT HITS
With His VARIETY SHOW
Singers—Dancers—Comedians
TICKETS NOW ON SALE
MUNICIPAL AUDITORIUM BOX OFFICE, 9 A. M. to 5.
Prices [illegible]
OMAHA CIVIC
AUDITORIUM



Municipal Auditorium
MONDAY MAY 21st
ONE SHOW ONLY 7 P. M.
IN PERSON
ELVIS PRESLEY
RCA VICTOR ARTIST
Dynamic Star of
Television · Radio · Records
Nation's Only
Atomic Powered Singer
ELVIS SINGS
"Heartbreak Hotel," "Blue Suede Shoes," "Long Tall Sally," Other Great Hits.
WITH HIS VARIETY SHOW
Singers, Dancers, Comedians
TICKETS NOW AT THE
Municipal Auditorium Box Office—Daily, 8-5
Prices $1.50 $2 $2.50 Tax Incl.



TUESDAY
MAY 22
One Show Only 8 PM
IN PERSON
ELVIS PRESLEY
RCA VICTOR ARTIST
Dynamic Star of
Television . Radio . Records
Nation's Only
Atomic Powered Singer
WITH HIS GREAT
VARIETY SHOW
GOOD SEATS AVAILABLE
AUDITORIUM BOX OFFICE
Prices 1.50 2.00 2.50
Tax Incl.
VETERANS MEMORIAL
AUDITORIUM
DES MOINES

Advertisements for Elvis´ shows in (from left) Omaha, Ne., Topeka, Ks. and Des Moines, Ia.

Heading south Elvis played the Municipal Auditorium Arena the following day in Kansas City, Mo. The next day reports of the show was in papers all across the United States. Why? Read for yourself.

ROLLS WHEN THEY ROCK

ELVIS PRESLEY FLEES TO CAR AFTER 20 MINUTES ON STAGE

Surge of Teen-Agers Convinces Guitarist It Isn't Safe to Stay and Finish His Song.

By Bill Moore
(A Member of The Star's Staff.)

Elvis Presley, the male and modern version of what some gay old blades may remember as the sideshow dancer, lasted just 20 minutes on the stage of the Municipal Auditorium Arena last night before the mob started after him.

Elvis fought his way clear of the hysterical swarm of teen-age girls that broke through the police lines, then he jumped into a motor car parked in the corridor backstage, and was off like a frightened gazelle. He left in the middle of a note if the act he had been performing could be called singing.

Heartbreak at Exit.

The girls rushed the back exit, milled around in the corridor and were finally pushed back by the police. But Elvis was gone. There wasn't much left to do but to move out the crowd.

Elvis, who is 21, is billed as the nation's only atomic-powered singer. Some of the adults in the audience commented that if the audience of 2,500 commented that if this is the use to be made of atomic power, the idea of splitting the atom was the saddest mistake the world has made.

Between gyrations, Elvis jigs across the stage dragging the microphone after him and leaning at almost horizontal angles. He whangs the daylights out of a guitar. He shouts and moans. But the Presley voice and there may be some who will still insist that he has one, is lost in the screams of the girl enthusiasts.

A Few Boys in Crowd.

Elvis took the stage at 9:30 o'clock, wearing a fox-hunt scarlet coat and black pants. Several hundred girls, apparently ranging in age from 12 to 17 for the most part, left their seats and made the big rush forward. There were a few teen-age boys in the crowd which barged up to be almost within touching distance, but it was the girls who touched off and sustained the pandemonium that followed.

One girl got through before Elvis had twanged his first note on the guitar. Sobbing and shrieking she was led off the stage by a patrolman. Then Elvis went into his act. The noise hit a higher pitch. His gyrations got looser and faster.

Problem for Police.

Police gathered on the stage. Others strode at a sort of a dog trot around the sides, attempting to herd the girls back gently but just sort of firmly. But police have a tough time of it when the opposition is composed of young girls caught up in such an emotional dither. The police had a choice of getting rough or just sort of letting things take their course. They chose not to get rough.

Elvis got through four or five songs before the roof finally fell in. A girl got past the police, bounced up on the stage, and hugged and kissed her panting crocodile. A policeman got her off again, but the signal for the avalanche was on.

As the cool cats would say, they were determined to get really with him. They poured over the front and over the sides of the stage. They surrounded their almost prostrated hero, reaching for buttons, a piece of his shirt, a lock of his ducktail or anything they could grab. The Presley gyrations stopped suddenly. He was immobilized.

Cats at His Heels.

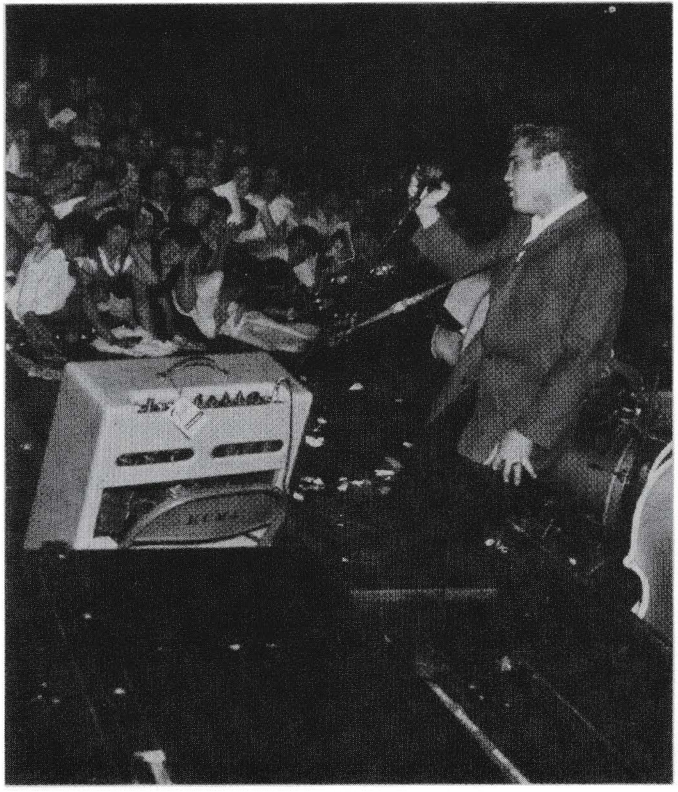
Then he broke out and fled, a couple of steps ahead of his pursuers. Hours later some of the girls were reported groping aimlessly through the lobbies of the downtown hotels, calling for Elvis. It is reported that the next Presley stop is in Detroit. An inspector for the welfare department said when it was all over that he hoped the entertainer would keep going until he has reached a point from which his voice, if heard at all, will be the faintest of echoes—some spot, say, like Outer Mongolia.

The crowd was described by Harry Peebles, operator of a booking agency at Wichita, as one of the smallest Elvis ever has drawn. Peebles said too many students were home boning up for high school final examinations.

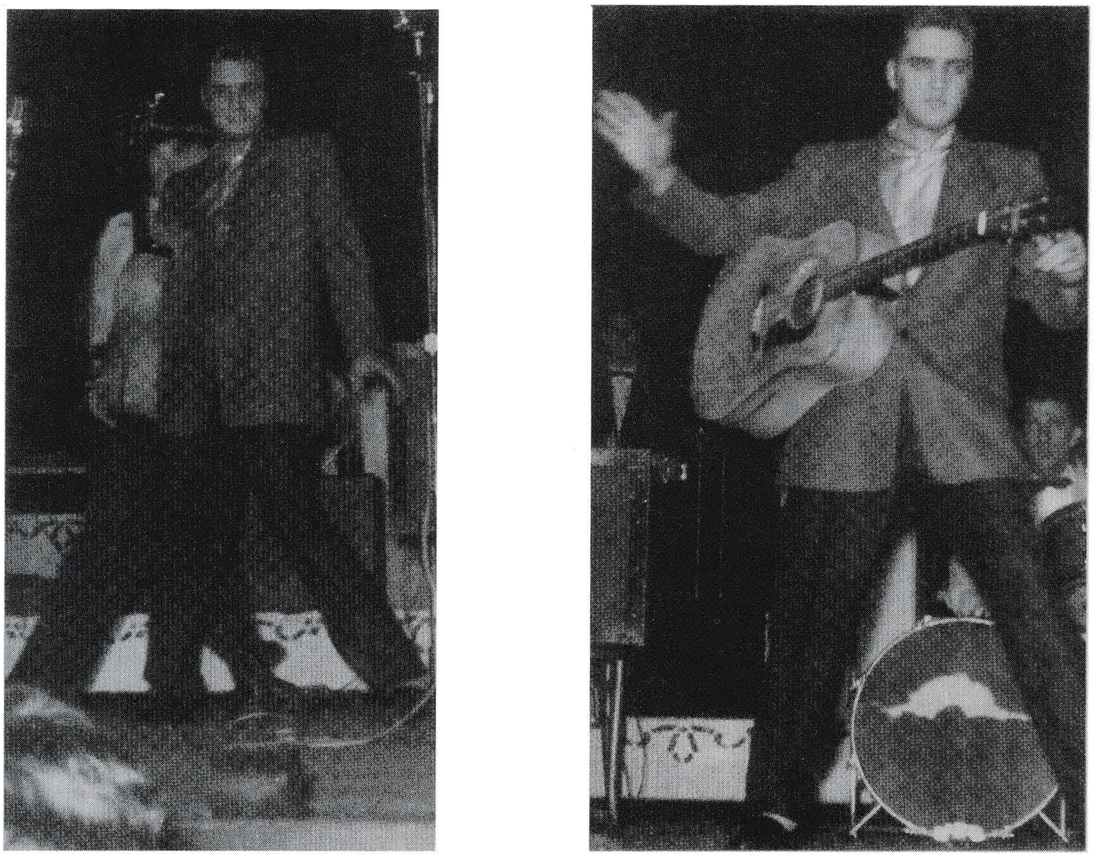
Calm Before Storm.

The performance started at 8:10 o'clock and before the Presley appearance on the stage it was confined to a clean type of singing and comedy. The other members of his troupe played and sang everything from swing stuff to Dixieland. There was a 6-piece band, a girl singer, a comedian, a lyric tenor, and a men's quartet. Their part of the show was entertainment. It was received with enthusiasm, but the enthusiasm was within bounds.

An adult who has an important role in show business here lingered in the auditorium after the tumult and shouting had died away. He was asked for his reaction to the Presley performance. He did not speak. He merely pressed two fingers to his nose.



Kansas City Times, May 25, 1956.



Two shots of Elvis in action at the Fox Theater in Detroit on May 25, 1956.

On May 25 Elvis drove to Detroit, Mi. for three performances at the Fox Theater. The following was printed in the *Free Press* on May 26.

Wows 15,000

Elvis Presley, the rock´n´roll dreamboat, danced up a storm in Detroit Friday.

Some 15,000 teenagers, mostly girls, paid nearly $25,000 in small change to watch him sing, play the guitar and wiggle across the stage at the Fox Theater.

His take-home pay for the three performances was estimated at $10,000.

Tired and yawning between performances, the 21-yerar-old hillbilly blues singer said he is as amazed as anyone over his tremendous success.

In less than six months, bobby-soxers have bought more than five million recordings by the former truck driver from Memphis, Tenn.

A modest, good-looking youth who does not drink or smoke, Presley described it all as a "dream come true."

"I never was a lady killer in high school," he said. "I had my share of dates, but that´s all."

Wearing long smooth sideburns and a bright red satin shirt, Presley said he wished he had the time to have a coke with each one of his fans.

I´d like to take ´em all for a ride in my new car," he said.

He owns four Cadillacs.

Ernestine Waynick, 14, of 428 Heidt, was typical of the teenagers in the audience.

"Wow," she said. "I like his actions."

She said she ran errands and turned in popbottles to save $4.50.

That´s the price for the three performances.

The Veterans Memorial Auditorium in Columbus, Oh. was the site of two shows on May 26. Elvis garbed in his Kelly green coat, dark blue shirt, Navy blue trousers, red socks and blue suede shoes and with his long hair flying, bumped and rolled through half a dozen numbers amidst piercing screams from a house three quarters full of teenagers with a heavy sprinkling of adults.

The same morning one of Elvis' new friends, Judy Spreckels, had come to Memphis to buy some copies of the *Press Scimitar* because she had learned that there had been a picture of herself with Elvis in the paper on May 4. Judy Spreckels had met Elvis when he performed at the New Frontier Hotel in Las Vegas, Nv. between April 23 and May 6. One of the photos taken at that time was used in the story *Press Scimitar* staff writer Robert Johnson printed on his visit to Las Vegas. Judy would remain a close friend and were to meet Elvis on several more occasions during the 1950´s.

Heiress Travels 2000 Miles to Buy Three Copies of Press-Scimitar

It Had Photo Of Her With Presley

By **ROY HAMILTON**
Press-Scimitar Staff Writer

WHAT SHE WANTED—Here's the picture, made in Las Vegas, that Judy Spreckels traveled all the way from California to Memphis to get. On the right is you-know-who, and on the other side of Judy is Gene Smith, Presley's cousin who acts as his man Friday.

A honey-haired sugar heiress, who thinks Elvis Presley is "the greatest," came all the way to Memphis from California to buy three copies of the May 4 edition of The Press-Scimitar in which her picture appeared with Presley.

Judy Spreckels, 24, breezed into The Press-Scimitar city room wearing dark glasses and blue pedal-pushers and brimming over with admiration for the Memphis rock 'n roll sensation.

The picture she had in mind was taken in Las Vegas and ran with TV Columnist Bob Johnson's piece on Presley. Judy, a member of the wealthy Spreckels sugar family of San Diego, was Presley's secretary during his stint at the New Frontier.

Judy said when she heard about the picture, she hopped aboard a plane in Los Angeles and flew to Atlanta. There, she bought a powder-blue Cadillac convertible and drove to Memphis.

She got to Memphis Saturday morning, picked up a Presley record at the Bob Neal Record Shop and dialed The Press-Scimitar.

"My name is Judy Spreckels," she said. "I've come all the way from California because I heard my picture was in your paper with Elvis Presley. Can I come out and get some copies?"

She sure could. Anybody who'd take a 2000-mile trip to buy a Press-Scimitar was most welcome.

So in Judy breezed, pert and pixy-ish, to get her pictures. A reporter tried to interview her, but she said she was in "so much of a hurry. I'm leaving for California in about 20 minutes. A friend is waiting for me in the car."

And with her precious Press-Scimitars under her arm, Judy headed for the elevator. As she pressed the buzzer, there was time for only a question or two.

Was there an Elvis-Judy romance budding?

"Oh no," she said. "He's too young. He's only 21, and I'm 24. Just call me an admirer. I think he's the greatest."

The elevator door opened, Judy waved bye and disappeared like a cute Jack-in-the-box, leaving a non-plussed newsman to his own musings about the strange world in which he lives.

Press Scimitar, May 28, 1956

Elvis was late for his afternoon show at the University of Dayton Fieldhouse in Dayton, Oh. on Sunday, May 27. He arrived at 3:40 p.m. for his 2 o´clock appearance without a word of explanation. Gyrating his way through "*Heartbreak Hotel*" he had the girls shrieking their lungs out. The shrieks washed up and down the walls of the Fieldhouse like heavy seas on a rocky shore. Grasping the microphone by the end and leaning it farover, he launched into another number, which was almost completely smothered by a shrieking section which went off with the regularity of a cuckoo clock. Between shows Elvis sat for an interview with both press and fans attending.

Elvis in action at the University Fieldhouse in Dayton, Oh. on Sunday, May 27, 1956.

I don't know what Elvis did on May 28, but it is possible that he performed in Indianapolis, In. or maybe he visited with his manager, Col. Tom Parker in Madison, Tn. Anyway, Elvis came back to Memphis on May 29 to spend a few rare days with his family and friends. He had had a billiard game installed in the den at his new home at 1034 Audubon Drive. He had become fascinated by the game, which is a variation on French pool, on one of his visits at the Variety Club, where he used to drop in because the show biz people accepted him as a person and not just as a celebrity. Unfortunately, the Variety Club closed too early for his liking so the next day he had gone out and bought himself one.

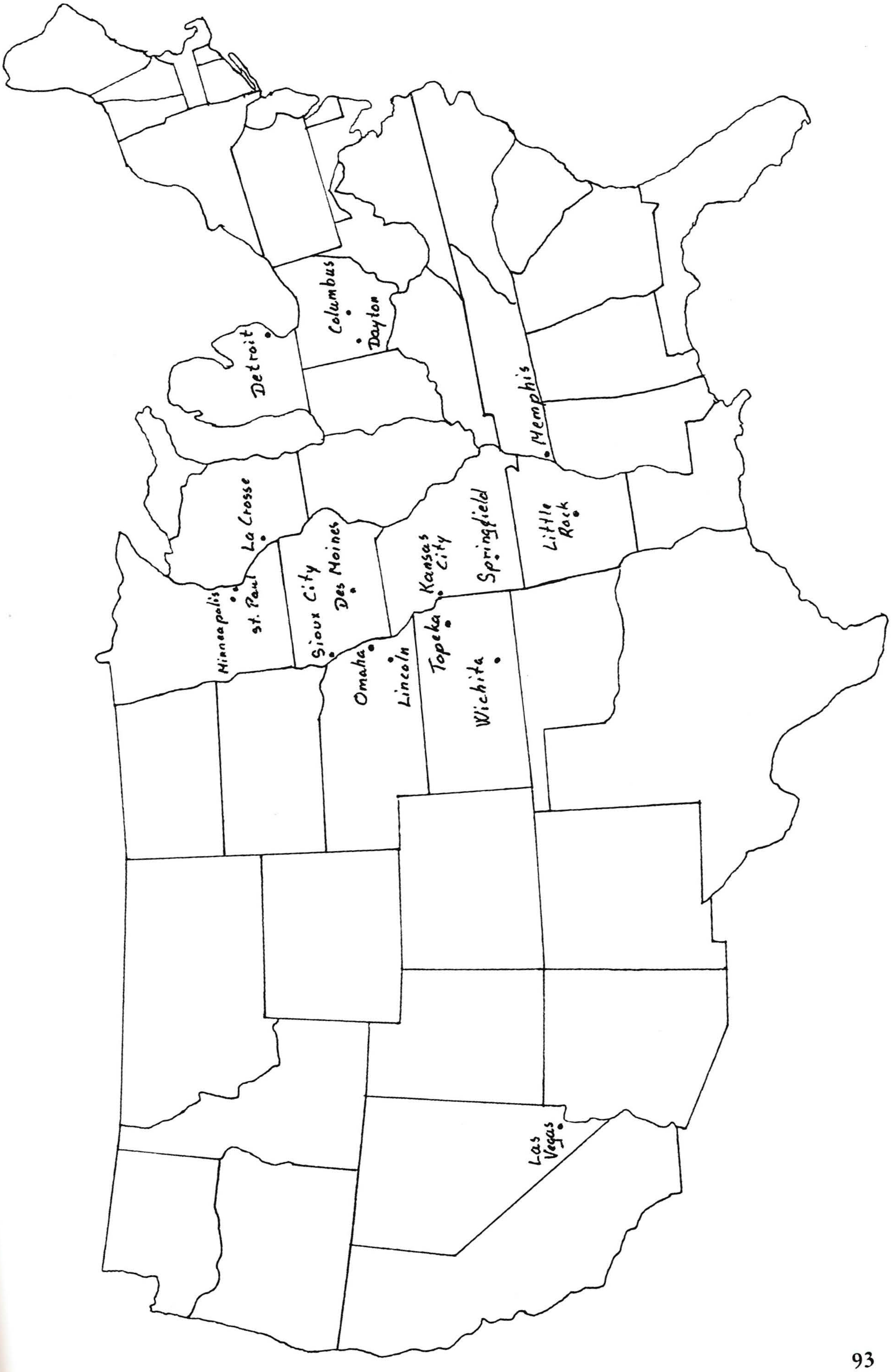
Elvis at Humes H. S. graduation on May 30, 1956

On May 30, as the Humes High School graduates went through the graduation ceremony at Ellis Auditorium, Elvis slipped quietly into the auditorium to be there to congratulate the entire class with the graduation.

At the same time *Billboard* stated that Elvis was the first artist in history to hit two weeks in a row with No. 1 spot on all six record charts. Not bad at all.

May 1956

1. t	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
2. w	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
3. t	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
4. f	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
5. s	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
6. s	New Frontier Hotel	Las Vegas, Nv.	8:00, 12:00
7. m	En route		
8. t	Arrived home	Memphis, Tn.	
9. w		Memphis, Tn.	
10. t	WHBQ visit at Chisca	Memphis, Tn.	
11. f	Left for Minneapolis		
12. s			
13 .s	Auditorium	St. Paul, Mn.	3:00
13. s	Auditorium	Minneapolis, Mn.	8:00
14. m	Mary E. Sawyer Auditorium	La Crosse, Wi.	7:00, 9:30
15. t	Ellis Auditorium	Memphis, Tn.	8:30
16. w	Robinson Auditorium	Little Rock, Ar.	7:00, 9:30
17. t	Shrine Mosque	Springfield, Mo.	7:00
18. f	Forum	Wichita, Ks.	7:00, 9:30
19. s	University of Ne. Coliseum	Lincoln, Ne.	8:00
20. s	Civic Auditorium	Omaha, Ne.	3:00, 8:00
21. m	Municipal Auditorium	Topeka, Ks.	7:00
22. t	Veterans Memorial Auditorium	Des Moines, Ia.	8:00
23. w	City Auditorium	Sioux City, Ia.	8:00
24. t	Municipal Auditorium Arena	Kansas City, Mo.	8:00
25. f	Fox Theater	Detroit, Mi.	4:00, 7:00, 9:45
26. s	Veterans Memorial Auditorium	Columbus, Oh.	7:00, 10:00
27. s	University of Dayton Fieldhouse	Dayton, Oh.	2:00, 8:00
28. m			
29. t	Arrived home	Memphis, Tn.	
30. w	Ellis Aud., Humes HS grad	Memphis, Tn.	
31. t		Memphis, Tn.	


Columbus
Dayton
Detroit
Memphis
La Crosse
Springfield
Little Rock
Kansas City
Sioux City
Des Moines
Minneapolis
st. Paul
Topeka
Omaha
Lincoln
Wichita
Las Vegas

June 1956

On Friday night, June 1, Elvis separated himself from his new pool-table and made a quick surprise appearance at the Overton Park Shell, where Eddie Bond, Warren Smith, Roy Orbison and his Teen Kings and Carl Perkins performed. Elvis and Carl Perkins exchanged autographs while excited teenagers watched them gag it up. Elvis took two bows, fluttered his eyelashes into a blinding spotlight, and returned home to the game.

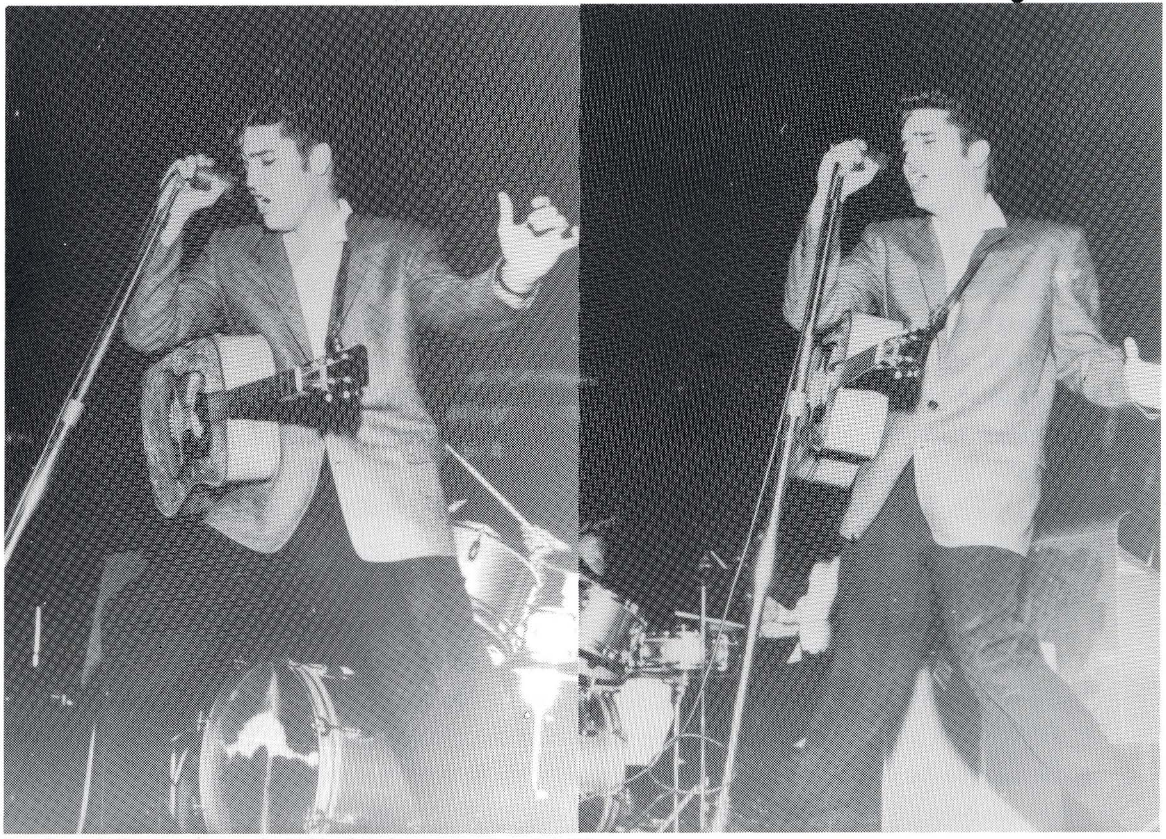
Elvis and Carl Perkins, June 1, 1956

The next day Elvis boarded a plane heading West for his California performances. First up were two shows at the Auditorium Arena in Oakland, Ca. on June 3. Both the Oakland and San Francisco papers reviewed the shows favourably with photos of the audience and Elvis in action on stage wearing his kelly green tweed jacket and black trousers. The shows were even advertised over radio as follows:

Male: And here comes the biggest news in Bay area entertainment history.
Female: Big news! It's the utter most. It's savage.
Male: For here in person comes the singing sensation of the nation.
Female: And we can hardly wait to see and hear him sing
Elvis sings: "*Heartbreak Hotel*"
Male: Yes, here comes Elvis Presley! The greatest new star of any generation. The living, breathing, singing, dancing spirit of '56, Elvis Presley!
Female: And ohhh, I wanna hear him sing
Elvis sings: "*Blue Suede Shoes*"
Male: You'll not only hear but see him sing it in the show of the year at the Oakland Municipal Auditorium Arena on Sunday, June 3 with two heart-thrilling shows at 3 p.m. and 8 p.m.

Female: And golly, I bet he's gonna sing
Elvis sings: *"I Was The One"*
Male: You bet he'll sing it. And many, many more. There'll be a great show with him. Rhythm & blues and sweet music too from Del Courtney and his big band, with the Jordanaires direct from the *Arthur Godfrey Show.* Plus singing and dancing and comedy acts. And to top it all off, Elvis Presley in person.

Elvis Sends 6,400 Here Into Frenzy



Two shots of Elvis in action at the Oakland Auditorium on June 3, 1956.

Elvis Presley fans all but tore the roof off the Oakland Auditorium Arena - not once, but twice - as the youthful singing sensation proved yesterday he is without a doubt, the most amazing of entertainers.

Presley whips through a song as if he had grabbed a live wire. Some 6,400 madly screaming fans at two performances responded as if they, too, had been jolted by the same current.

The South's 21-year-old gift to modern teenage hysteria gave out with such widely acclaimed hits as "*Blue Suede Shoes*" and "*Heartbreak Hotel*" to such pandemonium that he was all drowned out in the screams of the underage listeners who went mad, Mad, MAD.

He had to be escorted through a secret entrance to keep him from being mobbed.

Let Pa and Ma have their Liberace and their Lawrence Welk - the youngsters have their Elvis Presley.

He is a boy in a Kelly green tweed jacket with an unruly forelock, darkly lashed gray eyes and a pouting mouth. He is a kid with two diamond rings, a

$700 diamond encrusted wristwatch ("They are useless but I've always wanted stuff like that") four cars and a motorcycle. A lad who will make over $100,000 this year, and for whose record contract RCA-Victor paid $40,000, the highest ever given.

He has built his parents a $50,000 house in Memphis, where the youngsters with whom he grew up avoid him, now that he has hit the "big time." "Heck, I haven't changed, not a bit," he said.

He has a gyrating, knee-knocking, tear-them-apart style of whipping out a song with a vicious driving beat. He does everything but lie down and roll in front of his three-piece band.

On stage he is a song-belting phenomenon who has only to appear to send his audience into a near hysterical frenzy.

Off stage, he is a natural appearing youth with a shrewd intelligence and a disarming frankness. He has the Valentino look for the gals and the "ma'am" kind of manners for their mothers.

"I don't like to stand still," he said; "I get nervous. If the police and my managers would let me I'd get mobbed all the time. It makes you feel good. I would feel worse if they didn't swoon over me. As long as I keep on doing OK, I'll keep on doing what I'm doing. I really want to be an actor. A good actor. I don't blow anything, other than on four cars, a motorcycle, and stuff like that. I've got about 35 jackets and pants. My income taxes are really high. But I've a manager who can get the most out of a deal. He drains them. I date quite a few girls but nothing real serious. I don't play the guitar as much as I used to, because I break too many strings."

Presley was the finale of a long stage show that presented a series of vaudeville acts, including the top-notch Paul Desmond, impersonator, pantomimist and singer. The show was prolonged, but the audience was patient. They knew whom they had come to see and waiting only built up anticipation.

When Presley finally appeared the crowd blew its top. A noise-meter would have thought it was recording the '06 earthquake.

All he actually does is sing and throw himself about. There is very little audience patter. He finally abandoned his guitar. He clung to the mike and the curtains and he gave with the voice, doing the songs on which he has made his fame.

He was backed by a three-man combo of drums, guitar and bass. The Jordanaires, a male quartet, joined him in a number.

As he left the stage after the earlier performance, several hundred teenagers stampeded to the building exit which they expected him to use. But young Presley collapsed in his dressing room with a soft drink. ("My throat gets dry when I sing.") He was disheveled, and he looked tired.

But whenever a pretty girl came - or even a 5-year-old, somehow eluding police - he said to let them in, and he did the autographing chore that probably makes the lucky few the envy of their schools today.

One of the Jordanaires, Gordon Stoker, who has toured with him, said: "I've never seen anything to compare with this guy. The reaction he gets is the wildest I've ever seen."

One teenage girl put it more succinctly: "OoooOhhh!" (this is an indescribable sound that starts low and goes way, way high. It's sort of a cross between a call for help and the call of the wild). "He sends you!"

Oakland Tribune, June 4, 1956

On June 5 it was once again time for Elvis to appear on the *Milton Berle Show* which this time was broadcast from the NBC studio in Los Angeles, Ca. Elvis was to receive two Triple Crown Awards of *Billboard* for his recording of "*Heartbreak Hotel*" topping all three record pop charts - jukebox, deejay and retail sales. He was the first entertainer ever to get this honor twice in a row. Other guests on the *Milton Berle Show* was Debra Paget, with whom Elvis would eventually end up acting against in his first motion picture release, and Irish McCalla, the blond amazon who played the part of Sheena in the picture "*Sheena, Queen of the Jungle*," along with Lex Baxter's orchestra. Elvis´ participation in the show was divided into two appearances. In the first part Elvis sang "*Hound Dog*" and did the sketch with Debra Paget coming on stage. In the second part he sang "*I Want You, I Need You, I Love You*" and did the sketch with the "Ritz Brothers." This second part is the more rare of the two sections.

Milton: Yes sir here he is, the new singing sensation all over the country, Elvis Presley!

Elvis sings: "*Hound Dog*."

Milton: Elvis Presley, how about my boy, I love him, love him. You ain´t nothing but a hound dog. You do nothing but... How about my boy, how about him? How, come on hey, hey. I don´t know what you´re screaming about. I wanna the way they´re flipping their lids these girls down there. I dont know who who boo doo bee doo. I wanna tell you that beat with your feet is absolutely sensationally. I wanna ask you something Elvis. If I did that thing the same way you did it, you think I could get all the girls the way you he, he, he.

Elvis: Well it might not get girls, but your age, keep the bloodcirculation.

Milton: At my age, it make me feel like a used car. My Cadillac may be dragging but my battery is still charging. I tell you I, I wanna. What do you do with your hair? Which tonic do you use?

Elvis: Prom.

Milton: Prom? No plugs you under... I wanna tell, how can I get these girls to scream over me this way? I really mean that, how can I do that?

Elvis: Mr Berle, I don´t think you´d like it.

Milton: I wouldn´t like, what do you mean?

Elvis: No, I mean I don´t like it at all, these girls screaming, always tearing your clothes off, always, you know, rip your part off, sort of kiss you. I don´t like it.

Milton: You don´t?

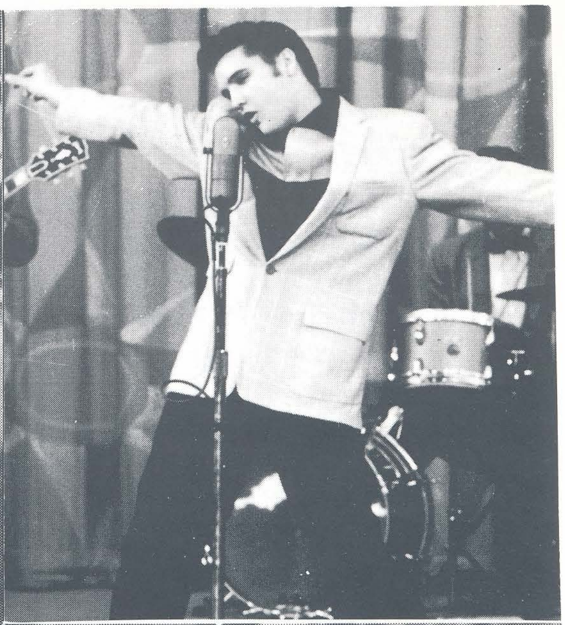
Elvis: No.

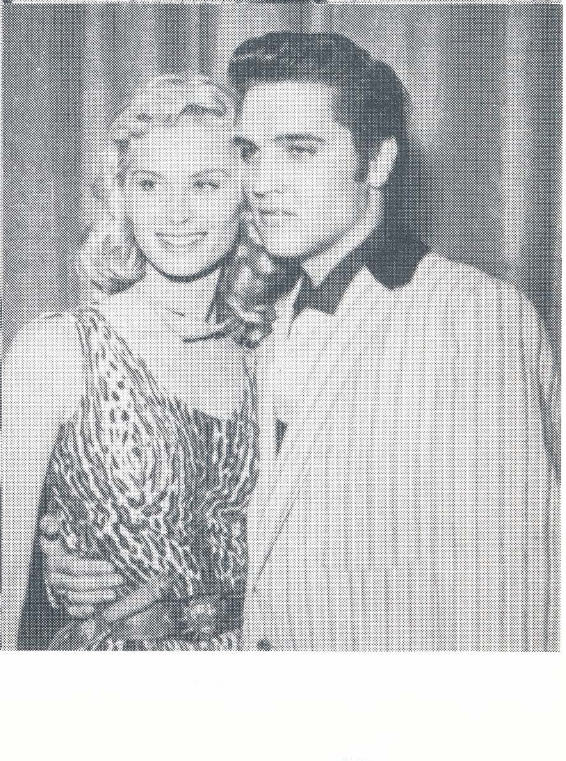
Milton: Someone must have stomped on his head with those blue suede shoes. You must be kidding. Are you kidding?

Elvis: No I´m not, I´ll tell you. I really have to have a quiet type for a girl, someone more sedate, someone that´ll, some to calm me down and relax me.

Milton: You don´t want a girl, you want a Milltown.
Elvis: Really, Mr Berle.
Milton: Yeah.
Elvis: I play the type, someone like Debra Paget.
Milton: I can´t hear you. I´m next to you but I can´t hear you.
Elvis: I said ahh.
Milton: I love this guy. Someone like Debra Paget?
Elvis: Someone like Debra Paget.
Milton: You like that type. Now look man.
Elvis: Man, she´s really going.
Milton: I know she´s really going but look. Debra Paget Elvis, she is not in your league. You know what I mean? Stick to Heartbreak Hotel and stay away from the Waldorf. You know what I mean Elvis? She would never go out with a guy like you. I mean, she is much too sofisticated, you know she´s, she´s, you know very alternatively, mothers went along, beautiful woman really and I´ll prove it to you. She´s not too sofisticated. Debra Paget, would you come out here please, Debra Paget! Debra, Debra Paget, I want you to meet Elvis Presley.
Debra: Elllviiiiis!
Milton: Ha, ha, ha, well how do you feel now man?
Elvis: Cool man.
Milton: Stay like that. She kissed him and he feels cool. You better get ready for your next number, your hit record. And we´ll be right back to you. I see you later, yeah. Dig you!
Elvis: Dig you! Later.
Milton: There you go.

Elvis on the *Milton Berle Show*, June 5, 1956





Elvis during the Milton Berle Show on June 5, 1956

Milton: Now, just wait a minute please. Now, I know that Elvis is gonna be here and you want his autograph and everything and he´s a very nice guy and very glad but I don´t wanna interrupt his stuff man, you understand?

Girl: Hey man, do you really know Elvis Presley?

Milton: Are you kidding? Do I know Elvis Presley? I remember when he was a kid when he adjusted to make pigs squeal. I know Elvis Presley. Ok, ok, keep quiet now, stand in line, you just stand, you´ll get them you understand, you get the whole thing. Stand in line. Hey, what are the Ritz Brothers doing here? What are they doing? I was, hey young man you want an autograph stand back there.

Elvis: But I, I.

Milton: I don´t care who you are, everybody want...

Elvis: I, I, I´m Elvis Presley.

Milton: You´re Elvis Presley? You´re kidding! I know Elvis Presley better than I know the A & P Gypsies. Are you kidding?

Elvis: You do?

Milton: I, I know Elvis Presley. Six feet tall, his, his big shoulders, he´s got lovely hair, he´s got blue eyes and, ELVIS PRESLEY! (Girls scream and rip off Milton Berle´s clothes) Give me the good old Rudy Valley days. Elvis sing your hit song. Take it away.

Elvis sings: "*I Want You, I Need You, I Love You.*"

Milton: Let´s give him a hand. Elvis Presley! I wanna tell you something incidentally, ladies and gentlemen. I don´t think I´m revealing any secrets when I say, when I say that ahhh, that Elvis Presley is the fastest rising young singer in the entertainment industry today and as a proof of this Elvis I would like to present this to you. It is a special, well it´s a great award from one of the great periodicals of all times, the *Billboard*, back east and all over the country. They present you this. I´d like to read it for you, hmmm, eight years with these lights. "This Triple Crown Award presented to Elvis Presley for his RCA-Victor recording of "*Heartbreak Hotel.*" There it is ladies. Let´s hear.

The next day, Wednesday, June 6, Elvis returned to San Diego, Ca. where he was booked for a single personal appearance at the Arena. I have been in touch with the local library and they couldn´t come up with much. I find it quite strange that the *San Diego Evening Tribune* didn't review the show in as big a way as they had done after his shows two months earlier. The only mention in the next days edition of the paper was about 30 lines headlined by "Presley Sings; Parents Irked." The article said, in short, that the kids rocked ´n´ rolled as parents complained. More than 4,000 persons attended the personal appearances. Some of the remarks overheard were: "not the type of show for juveniles to see" and "why do police allow this to go on?"

On June 7 the Elvis Presley Show was in Long Beach, Ca. where Elvis was booked for a show at the Municipal Auditorium on June 7.

Teeners Screech as Rock and Roll Presley Writhes

Leaning back as an intoxicated seaman with a gale at his heels, Mrs. Presley´s boy Elvis swaggered onto the stage of Municipal Auditorium Thursday night and rocked 4,000 screaming teenagers.

After a few mumbled words into the microphone, the tall, husky 21-year-old began shouting the lyrics of "*Heartbreak Hotel*" one of the biggest numbers in the country right now.

The lyrics were virtually incomprehensible but the solid rhythm got through.

So did the bumps and grinds the handsome Tupelo, Miss. boy uses as punctuation for his rock and roll singing.

"Oh rock me, Baby," screamed a bobbysoxer.

"Go, go, go, Honey," cried another.

"Love me, Baby. Sing for me," whimpered a third, jumping in her seat.

At intervals, usually coincident with Elvis´ more violent torso gyrations, the whole crowd screeched and sometimes surged toward the stage where a platoon of private policemen tried to keep the peace.

He went through half an hour of songs. The ones with a heavy beat sold better than the easy, ballad-types.

In between, the biggest sensation in the singing world today talked some.

He discussed singing the song "Get Out of the Barn, Grandmother. You´re Too Old to Be Horsing Around."

His patter didn´t panic them. His singing very definitely did.

"*Blue Suede Shoes*" was almost drowned out by the screams.

"*I´ve Got a Woman*" inspired several assaults on the bandstand. The officers managed to hold the line and send the girls back to their seats. Nobody apparently swooned.

Carrying his guitar, which he didn´t use at all, strapped over his shoulders, Elvis worked with the mike stand about eight feet high.

He grabs the silver tube, violently pulls the microphone down to him and grimaces at it as he sings.

Wearing a lavender checked sport coat, ruffled ivory shirt open at the neck and charcoal slacks that draped over his heels, Presley arrived in a new black Cadillac convertible, one of three he owns.

He was accompanied by a statuesque blonde with watchful eyes. Another blonde, this one pale an in a tight black dress waited silently backstage for the side-burned singer to appear. He was more than an hour late and she was very patient.

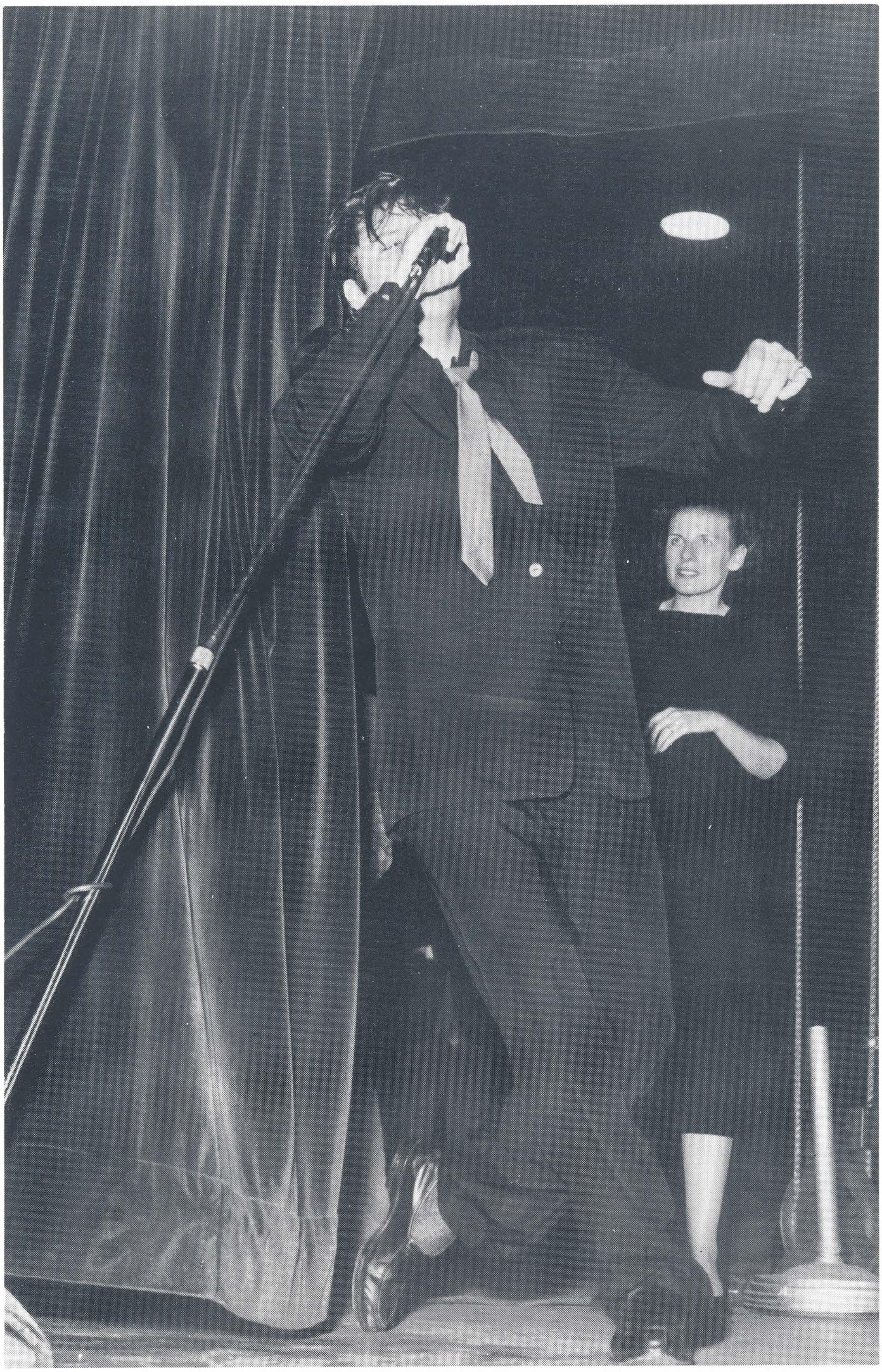
After the show, the perspiring teenager idol flopped into a chair in his dressing room. A sideboy guarded the entrance. The blonde stood by sympathetically.

One young gal, who had eluded the guards, peeked through a crack in the door. "Aw, let me in, Baby," she impiored. "I took a lot of trouble to sneak backstage."

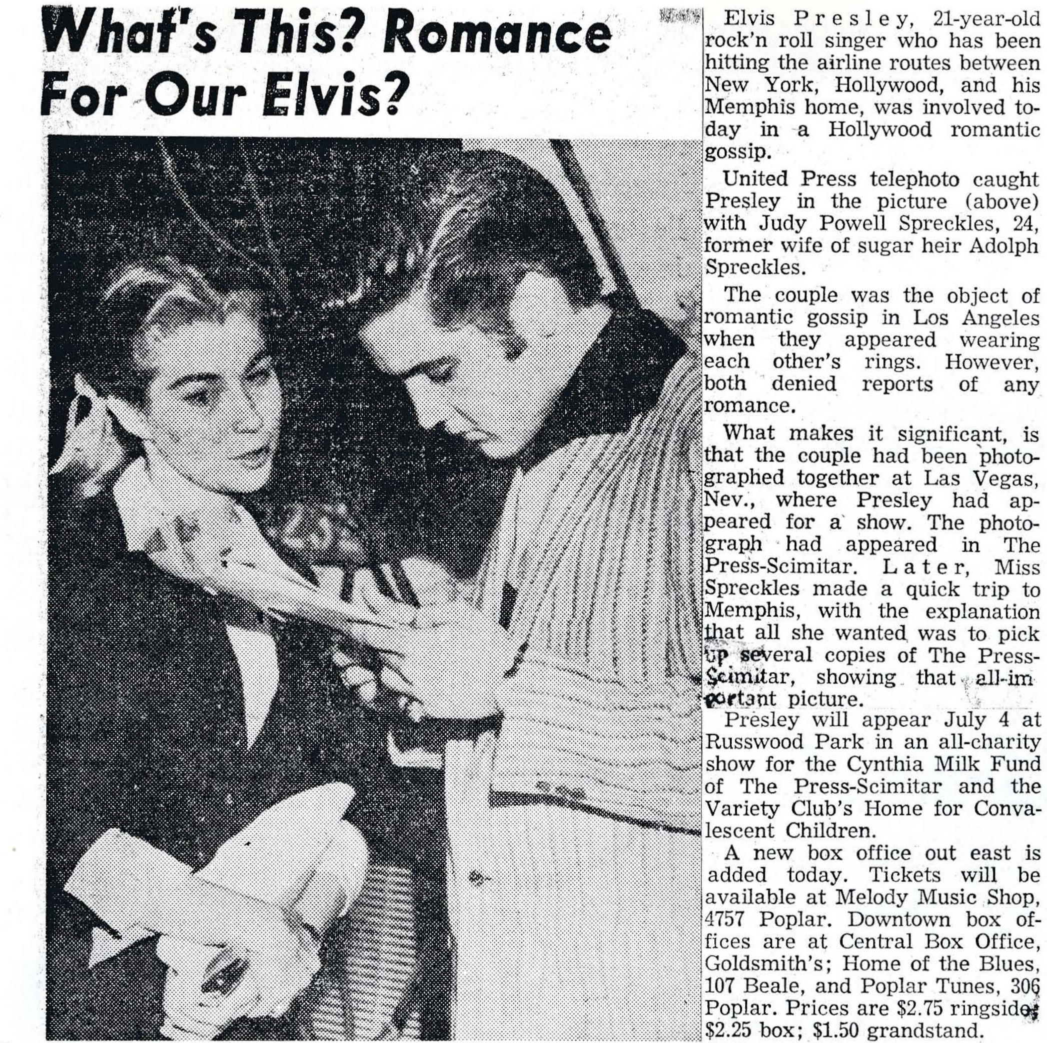
The Mississippi boy favored her with his lopsided grin which looks almost like a sneer. "Shut the door," he ordered.

Long Beach Press Telegram, June 8, 1956

On Friday, June 8, Elvis did a personal appearance at the Shrine Auditorium in Los Angeles, Ca. I have been unable to get any reviews from the local newspapers but the photo below is supposed to be from this appearance so I will just let it speak for itself.



Elvis in action at the Shrine Auditorium in Los Angeles, Ca. on June 8, 1956



What's This? Romance For Our Elvis?

Elvis Presley, 21-year-old rock'n roll singer who has been hitting the airline routes between New York, Hollywood, and his Memphis home, was involved today in a Hollywood romantic gossip.

United Press telephoto caught Presley in the picture (above) with Judy Powell Spreckles, 24, former wife of sugar heir Adolph Spreckles.

The couple was the object of romantic gossip in Los Angeles when they appeared wearing each other's rings. However, both denied reports of any romance.

What makes it significant, is that the couple had been photographed together at Las Vegas, Nev., where Presley had appeared for a show. The photograph had appeared in The Press-Scimitar. Later, Miss Spreckles made a quick trip to Memphis, with the explanation that all she wanted was to pick up several copies of The Press-Scimitar, showing that all-important picture.

Presley will appear July 4 at Russwood Park in an all-charity show for the Cynthia Milk Fund of The Press-Scimitar and the Variety Club's Home for Convalescent Children.

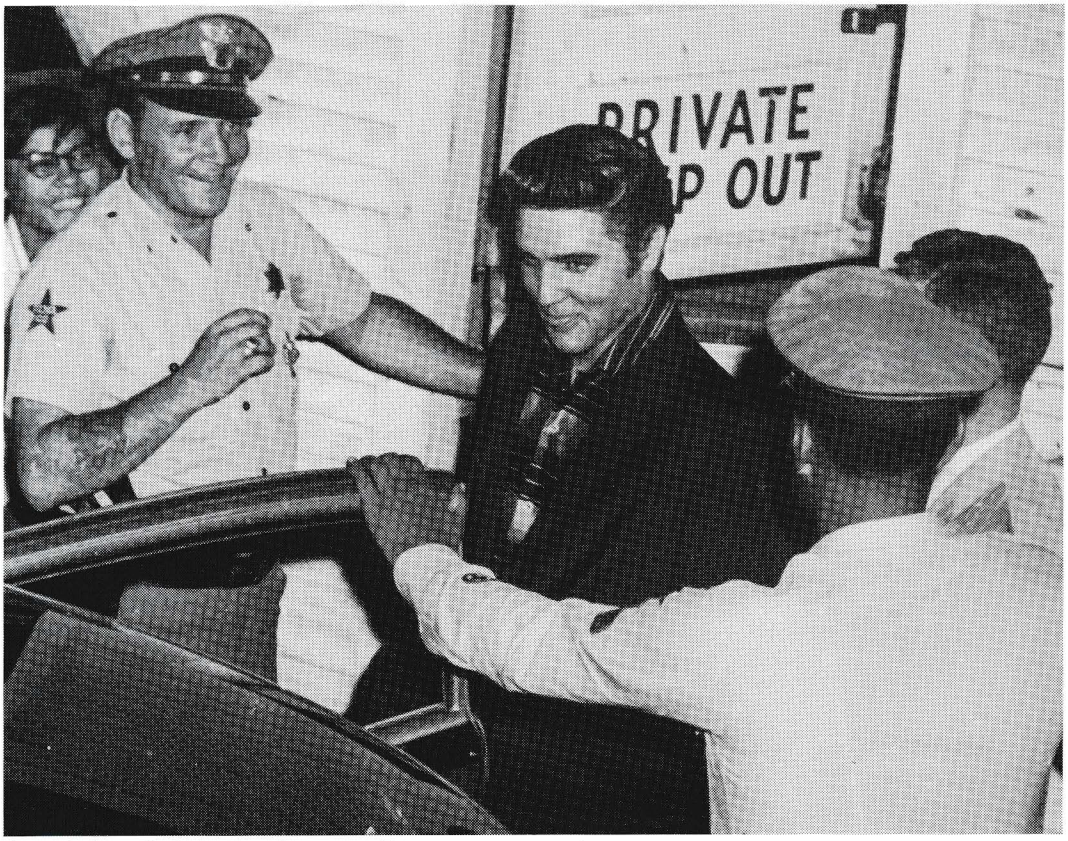
A new box office out east is added today. Tickets will be available at Melody Music Shop, 4757 Poplar. Downtown box offices are at Central Box Office, Goldsmith's; Home of the Blues, 107 Beale, and Poplar Tunes, 306 Poplar. Prices are $2.75 ringside; $2.25 box; $1.50 grandstand.

Press Scimitar, June 8, 1956.

On the morning of June 9 Elvis flew to Phoenix, Az. and in the evening he kayoed 5,000 shrieking teenagers with throaty rock and roll songs and violent jerks and twitches. Elvis, clad in a dark blue suit and a red knit shirt, had the audience gasping from the moment he stepped from a green Cadillac that whisked him to the stadium platform. He yelled out the words of "*Heartbreak Hotel*" and continued with "*Long Tall Sally*," "*I Want You, I Need You, I Love You*" and "*Blue Suede Shoes*." Sobbing, clapping girls cheered the dimpled Memphis, Tn. singer who stepped high in a quick jig when drums, bass fiddle and guitar accompanists filled in. His guitar was mostly a prop as it thudded on his chest while he sang and danced. The police warned surging teenagers away from fences as Elvis abandoned the platform and scrambled on his knees toward the stands. He left his fans gasping with several farewell choruses of "*Hound Dog*." Then he backed toward the green Cadillac and with a wave of his hand, he stepped inside, and was whisked away in a trail of fairground dust. After the show Elvis sat down in his dressing room for a short interview and posed with three girls, who were official welcomers from the Phoenix Elvis Presley Fan Club.

On Sunday morning Elvis went to the airport and boarded a plane for Tucson, Az., where he was to appear at the Rodeo Grounds. At about 9 p.m. Elvis was smuggled into a tiny hot little shed under the bleachers, where he chatted with Betty Milburn and Shirley Phillips (from the local newspapers) and

some cousins, Marie Quinn and Bob Keithley, who happened to live in Tucson. He was accompanied by a curvacious blonde, who was described as "just a friend, a chorine, from the *Milton Berle Show*." The blonde had also accompanied Elvis at his show in Long Beach. Elvis mentioned that hehad been offered the role as Billy the Kid, but he didn't want any westerns. Nor did he want to sing...just something dramatic. After intermission Elvis was whisked around to the stage in a green Cadillac. In the audience that night, was a young man by the name Delbert "Sonny" West, who was the yonger cousin of Red West, and would come to work for Elvis later on. Sonny had just left the U.S. Air Force and now he looked at his date and all the spectacle before him with amazement. The crowd stomped its feet and shrieked and squealed through "*Blue Suede Shoes*," "*Heartbreak Hotel*" and other Presley hits. As a finale Elvis, wearing a brown shantung suit, brown and white sports shirt, blue socks and a gone expression, jumped from the stage, ran through the gamut of burlesquetype wiggling, got down on his knees and literally crawled to the waiting car, while the kids surged forward, the policemen swore under their breath and tried to hold them back, and the rest looked at the entire spectacle with complete amazement.



Elvis as he leaves for his stage performance in Tucson on June 10, 1956.

Elvis came back home by plane on June 11 for a few days rest and visit with his family. Two days later he picked up his new Cadillac in Texas. It was reported that it was to be some sort of lilac color, but the Cadillac was probably the ivory Cadillac Eldorado Convertible he was photographed beside about a week later.

A lot of rumors had started to circulate about Elvis. One rumor that spread all over the country in just a few days was that Elvis had cancer on the throat.

On June 13 the *Press Scimitar* reported that Elvis would be the supporting talent at Wink Martindale's *Top Ten Dance Party* on Channel 13 on Saturday, June 16. There have been at least two different dates mentioned for Elvis´ appearance on the *Dance Party*, both of which are wrong. It´s amazing that no one has been able to publish the correct date for this show. The most frequent date mentioned is June 20, while the show actually took place at 5 p.m. on Saturday, June 16. What follows below is what I have been able to put together from different videos of the interview between Elvis and Wink .

Dewey Phillips, Wink Martindale and Elvis on *Dance Party*, June 16, 1956.

Wink: You have experienced a phenomenal rise to popularity Elvis, in the course of a few months time. How did you first ahh feel when your records first started to be accepted by the people and bought by the public? Did you have a sort of sensation and, and...

Elvis: Well I´ll tell you, I´ll tell you Wink it, it all happened so fast and Lord I didn´t even have the time to think about it and, but ahhh everything just, just (whistles) just like that, you know and ahh I just kept going and still do anyway and I, I can´t even think about it and in fact ahh I don´t even want to wake up in the morning. I´m afraid I might wake up.

Wink: Afraid it might all be over?

Elvis: Afraid I might be back driving a truck.

Wink: That rings about this, people everywhere is, they well I know and you´ve heard it too more than likely. All of this type of things is just a craze and a fad. Like other fads and personalities in the past Presley and rock and roll music will depart in due time. What are your feelings about this?

Elvis: I´m inclined to agree with them. I mean, people change and for some time they like you and then again later on they don´t and ahh the rock and roll is, is real hot right now and I like it. It´s very good, it has a feeling, people enjoy it, people enjoy dancing to it and ahh there are some beautiful records made in rock and roll style, stuff like "*The Magic Touch*," "*The Great Pretender*" stuff like that. I mean, you know, they just don´t make any, any prettier songs like that.

Wink: Well now ahh when you were graduated from Humes High School, did you expect to pursue singing and ahh...

Elvis: I didn´t expect to get out of Humes High School.

All of the above seems to be in continuance but then it seems that something is missing before Elvis continues to talk about the ring he had received from Judy Spreckles during his April/May engagement in Las Vegas.

Elvis: In fact it´s Judy Spreckles that..., I´ve been getting a lot of publicity with Judy Spreckles.

Wink: Aha?

Elvis: All of that started when Judy gave me a ring out in Las Vegas. She gave me this ring here and ahh, and ahh, what ring here. Somebody started that she was wearing my ring and I was wearing her ring. We were wearing each others rings.

Wink: That´s the way it goes. How about the big ahh show at Russwood Park scheduled for July 4, Bob Johnson surely I know want us to mention that and we wanna mention it. I believe the proceeds for this show go to the Cynthia Milk Fund. Is that right Elvis?

Elvis: Yes sir, that´s right and ahh I, I´d like to say that ahh, ahh we would, that ahh, ahh let´s see, what would I like to say. I´d like to say that we have a diamond ring that we´re gonna have as a door-prize. Ahh it´s, it´s my initial ring. I´ve had it for some time and it has 14 diamonds in it and ahh we´re gonna give it away for dough as a door-prize.

Wink: Ohh I see.

Elvis: and everything.

Wink: And all the, all the proceeds from this particular show which is July 4 at the Russwood Park, Elvis is gonna be there, he´s gonna sing and play, his band will be there, many other stars will be there too. We would certainly want you to watch Bob Johnson´s column in the Memphis *Press Scimitar*, watch all the publicity on it and get your tickets in advance. Elvis Presley, I wanna thank you again because I know you´re a busy man and thanks a lot for coming by to seing us at Dance Party and saying hello to all your friends here in Memphis and the Mid-South. Any time you´re in town and wanna come by we certainly will welcome you.

Elvis: Thank you very much Wink and I´ll see you again.

Wink: OK thanks a lot. Elvis Presley.

TV News and Views

Elvis to Give Away Ring at Show

By ROBERT JOHNSON
Press-Scimitar Staff Writer

It was Elvis Presley's own idea. We were sitting in his new ivory ElDorado convertible seeing how well the air conditioner worked, and I had been admiring the ring with three black saphires, plus diamonds, which Judy Spreckles had given him.

Johnson

"I've got another real pretty ring," he said. "It's got my initials, EP, set out in 14 diamonds. I think it cost about $600.

"I'd like to give it away at the show."

Elvis is already giving his services for the show July 4 at Russwood Park, the all-charity event for the Cynthia Milk Fund of The Press-Scimitar and the Variety Club's Home for Convalescent Children.

And now he offers to give his personal ring to someone in the audience that night.

He's a generous young man.

He repeated his offer when he appeared with Wink Martindale on the Top Ten Dance Party on Channel 13 Saturday. Elvis joked about his cars, said he figures he can always sell one of them if the floor drops out from under his success. He showed the ring Judy Spreckles gave him for the camera. His hand shook a little when he held it up.

As many times as he had faced large audiences, he still gets nervous when he goes on, especially when he doesn't have that guitar with him.

He said Judy Spreckles, with whom his name has been linked romantically, is just a friend, that she's engaged to someone else and getting married next month. He told me he just enjoys talking to her, that she's older than he is, that he has never even had a date with her, that "she's more like a sister than anything else."

Elvis said another interesting thing. Asked by Martindale what he thought about the opinion of those who say that rock 'n' roll will eventually lose some of its popularity, with the implication that Elvis wouldn't always be up there on top, he said:

"I'm inclined to agree with them. People change in the things they like."

Dewey Phillips, who plugged Elvis' records from the start, stepped from radio over to tv for this appearance and gave me a good laugh. Dewey whanged away at a guitar which—you might guess it—was strung for a left-hander. And he did a jitterbug cut-up with young dancer Jo Haynes.

Elvis on Film Tonight

Gene Roper thought some who missed the afternoon show might want to see Wink's interview with Elvis, so he filmed it, and part of it will be shown on Roper's news at 10 tonight. It was Roper, who has seen many another experienced performer get a little weak in the knees when going before camera in an unfamiliar and unrehearsed role, who got the idea of the juke box for Elvis to lean against. Sometimes Elvis needed the support. But from time to time he turned on that million - candle - power smile and you could see in him something besides the rock 'n' roll king of the hour. His picture, which he is supposed to begin in August, will not be a musical. He could make it in the strictly dramatic field if the handling is wise.

Why the Sideburns

About those sideburns . . . I asked Elvis when he first began wearing them and why. He grinned. "I started when I was about 16. When I was a boy I used to think that sideburns and a mustache would make me look older. I couldn't grow the mustache, so I settled for sideburns. I don't like them as well now as I used to, but there's nothing I can do about it. Sometimes something like that can change your whole appearance."

This year Elvis will gross somewhere between $800,000 and a million, and a bit more than half of it ends up with him. He says he is saving. His income tax is being taken out regularly. He couldn't easily spend all he is taking in. He says the house he got for himself and his family is the most expensive single thing he has bought.

"Why four Cadillacs?"

"I can't explain it. I just like them, and that's all.

"There's one for me, one for my mother and father . . . and one for grandma."

Someone, with a taste for expensive souvenirs, got the hubcap off his new one the first day he had it.

His Draft Status

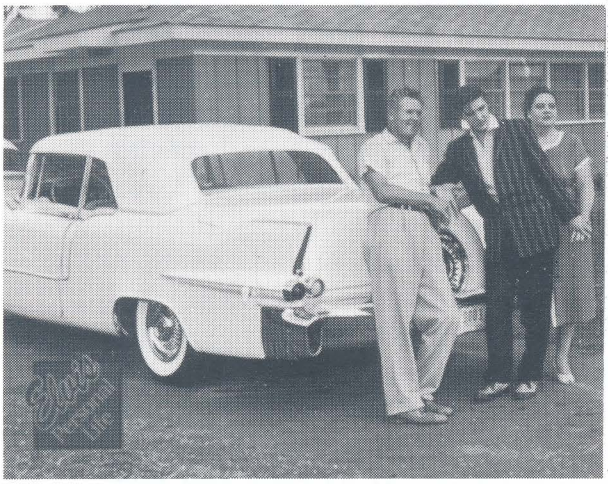
Elvis is 1-A in the draft. It could put a damper on his career. From $10,000 a week to $74 a month is a big difference. But he isn't crying about it. "When I have to go, I'll go, of course," he said. "But I hope I can have at least one more year."

Press Scimitar, June 18, 1956.

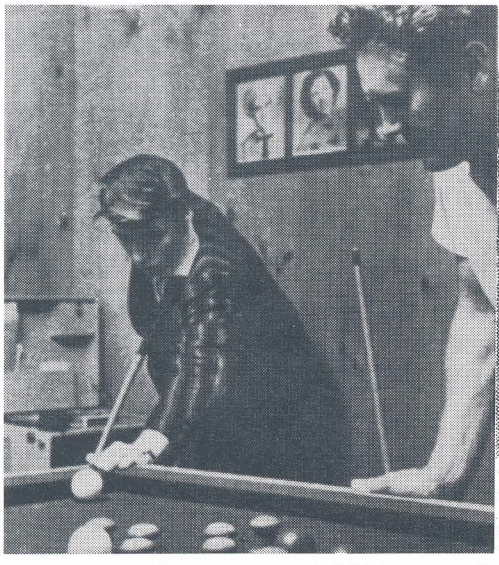
On the morning of June 22 Elvis drove to Atlanta, Ga., where he was scheduled for three shows on Friday, four on Saturday and another three on Sunday. He rolled into Atlanta on Friday and rocked his way through three performances at the Paramount Theater and had one of his $15 white jersey shirts ripped off by enthusiastic female fans. Elvis moaned through most of his popular rock and roll tunes, including "*Heartbreak Hotel,*" "*I Was The One,*" "*I Want You, I Need You, I Love You,*" "*Baby, Let's Play House*" and "*Blue Suede Shoes*" at each of his three shows Friday. He was dressed in a green jacket, black trousers, white jersey shirt, black tie and black and white shoes. After one of the shows Elvis was introduced to 22 year-old Andrea June Stephens by a mutual friend. She drove him in her car to Dinkler Plaza where they sat in the car and talked with a lot of little girls milling around the car all the time.

On June 23 the photocaption below was featured on page 1 in the *Press Scimitar.* When you turned to the first page of the second section you would find the photoarticle which is reproduced on the next page in this book. The Cadillac convertible with registration number 8J 3003 that Elvis and his parents are leaning against is the one Elvis picked up in Texas on June 13.

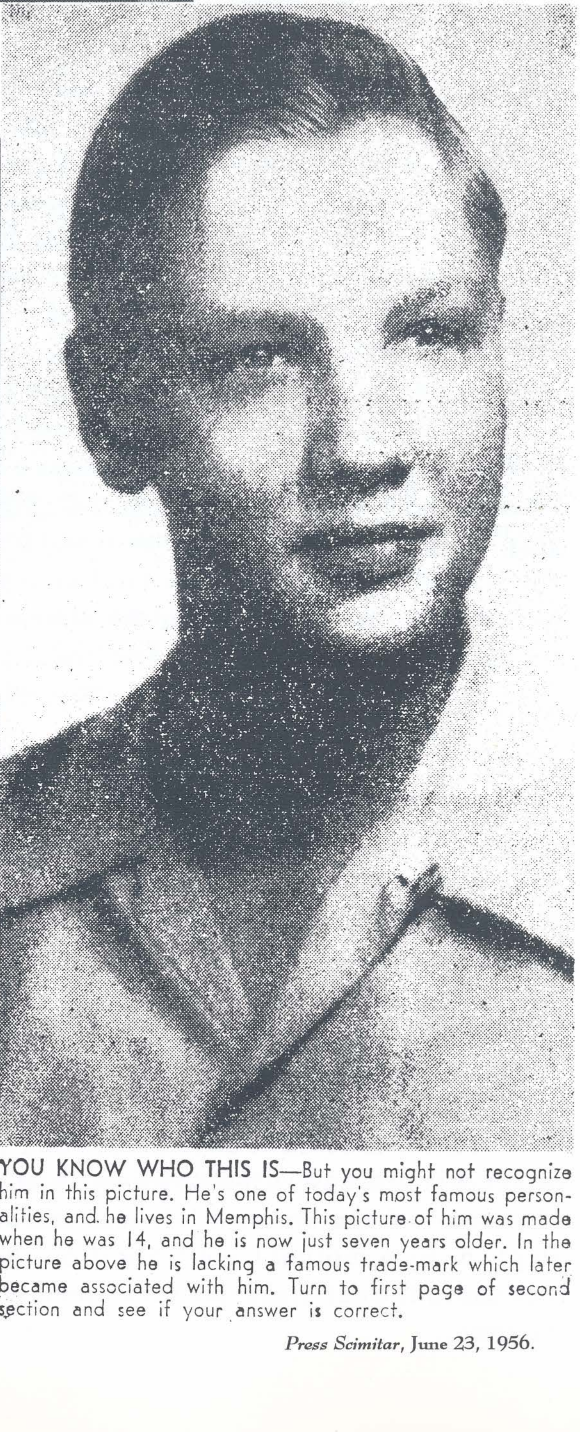
Automobiles and motorcycles were a passion of Elvis´. Here he works on his three-wheeled Messerschmidt, which he seldom drove because it would attract too much attention.



Elvis and his parents with Elvis´ newest Cadillac. An ivory 1956 Eldorado convertible.



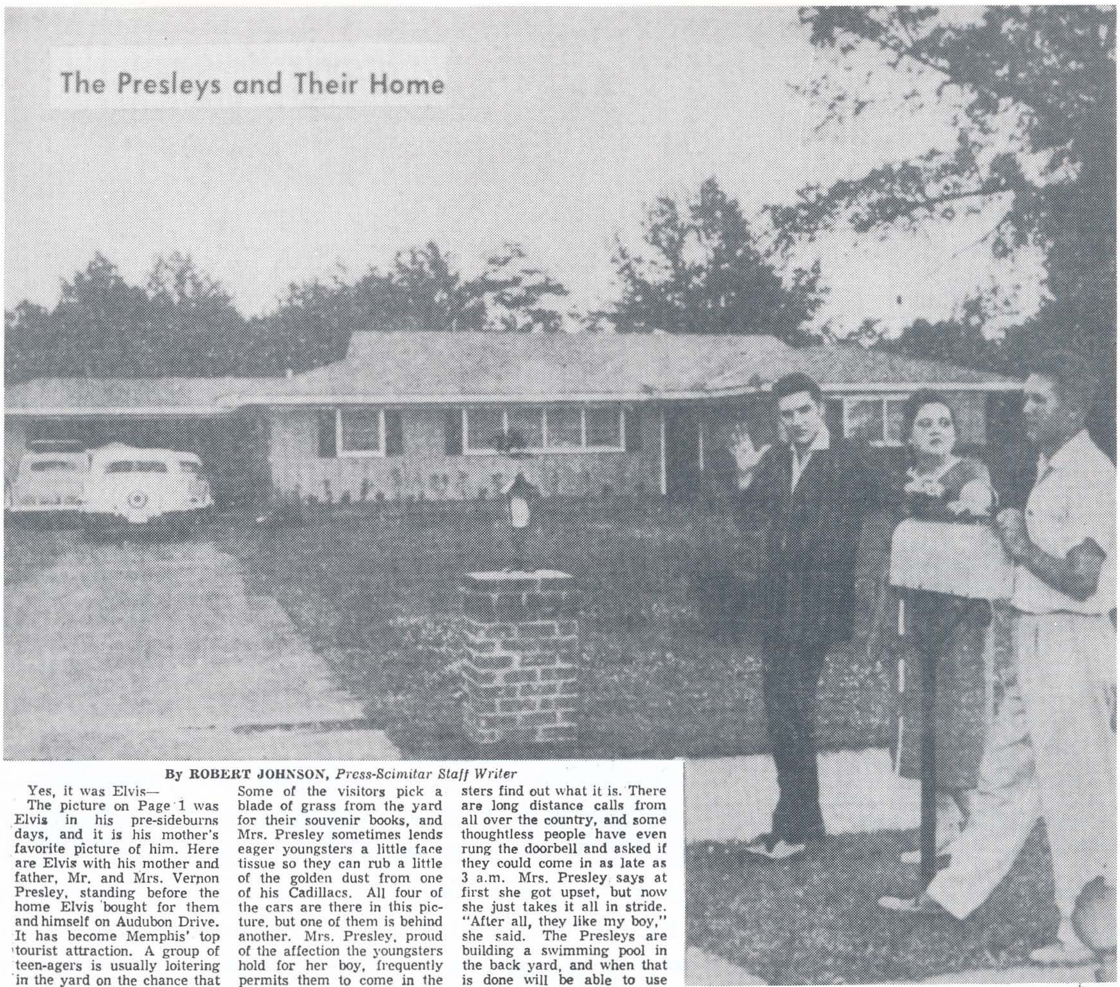
Elvis and his dad, Vernon, play a game of skil-pool. Elvis bought himself his own game as the Variety Club where he used to play closed too early for his taste.



YOU KNOW WHO THIS IS—But you might not recognize him in this picture. He's one of today's most famous personalities, and he lives in Memphis. This picture of him was made when he was 14, and he is now just seven years older. In the picture above he is lacking a famous trade-mark which later became associated with him. Turn to first page of second section and see if your answer is correct.

Press Scimitar, June 23, 1956.

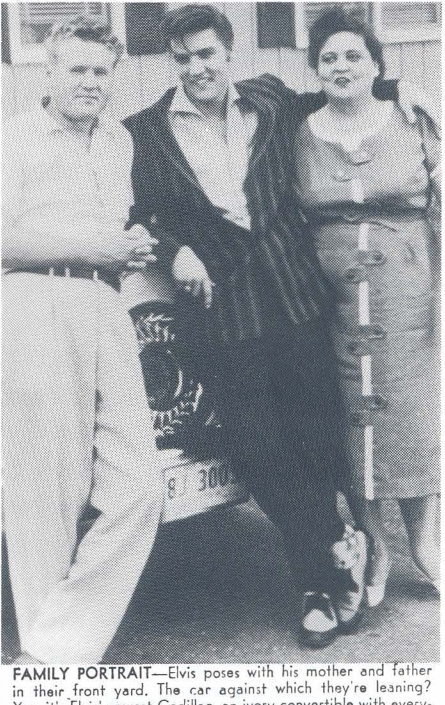
The Presleys and Their Home



By **ROBERT JOHNSON**, *Press-Scimitar Staff Writer*

Yes, it was Elvis—

The picture on Page 1 was Elvis in his pre-sideburns days, and it is his mother's favorite picture of him. Here are Elvis with his mother and father, Mr. and Mrs. Vernon Presley, standing before the home Elvis bought for them and himself on Audubon Drive. It has become Memphis' top tourist attraction. A group of teen-agers is usually loitering in the yard on the chance that they'll get a glimpse of Elvis. In photo Elvis is waving at someone in one of the scores of cars which come by, slowing as they pass, each day. Some of the visitors pick a blade of grass from the yard for their souvenir books, and Mrs. Presley sometimes lends eager youngsters a little face tissue so they can rub a little of the golden dust from one of his Cadillacs. All four of the cars are there in this picture, but one of them is behind another. Mrs. Presley, proud of the affection the youngsters hold for her boy, frequently permits them to come in the house and look around. The Presleys have had to change their phone number several times. It's unlisted, but thru one wile or another the youngsters find out what it is. There are long distance calls from all over the country, and some thoughtless people have even rung the doorbell and asked if they could come in as late as 3 a.m. Mrs. Presley says at first she got upset, but now she just takes it all in stride. "After all, they like my boy," she said. The Presleys are building a swimming pool in the back yard, and when that is done will be able to use their two-car garage to ease the traffic congestion in the carport. They tried to keep the location of this house a secret, but it is probably the poorest-kept secret in town. All you have to do is drive along Audubon Drive until you spot the house with all the Cadillacs. The number is 1034. P.S. Elvis left for an Atlanta engagement yesterday, won't be back for a week.

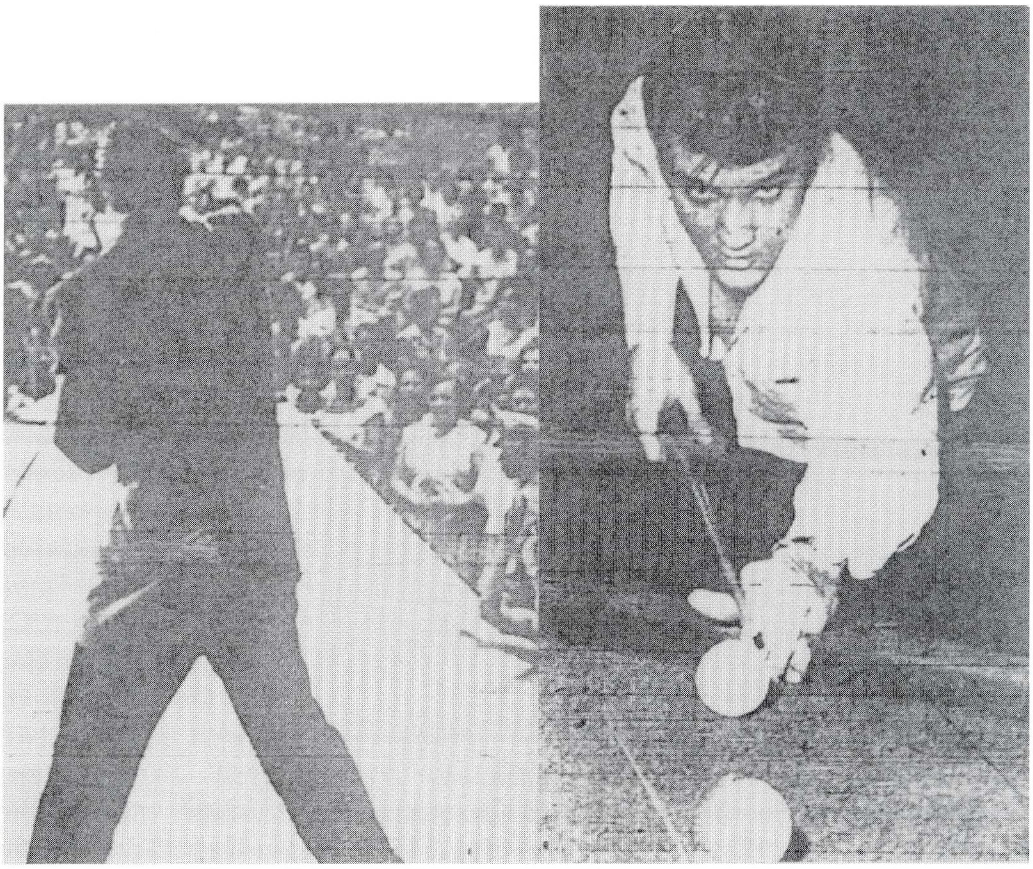


FAMILY PORTRAIT—Elvis poses with his mother and father in their front yard. The car against which they're leaning? Yes, it's Elvis' newest Cadillac, an ivory convertible with everything. Note missing hub cap on back wheel. Some souvenir hunter got it the first day Elvis had the car. Elvis loves to drive, but should start taking his key out. He has a habit of leaving the car running whenever he stops, even if he's gone a half-hour, almost ran out of gas and barely made it to the filling station once this week.

Press Scimitar, June 23, 1956

Elvis headed for Savannah, Ga. on Monday morning for two shows at the Sports Arena. He stepped into the spotlight with his guitar hanging around his neck. He used that guitar the way Sally Rand used to use a bubble. And he did some hip wiggling that might even have made Sally blush. Reporters attending the shows were not quite sure whether Elvis actually sang or not. All they could hear was the shrill, hysterical, awesome, incredible sound produced by the throats of some 2,000 screaming women and girls, mostly girls, who hung over rails with glassy eyes and pawed wildly at the air. Those near the stage held out their hands and screamed for Elvis to kiss them. One woman even held up a baby to be kissed. However, the reporters did hear him say "Now I'm going to sing a beautiful love song entitled, "*You Ain't Nothing But a Hound Dog*." Elvis was on stage for about 20 minutes and allegedly sang six songs, including the current notorious "*Blue Suede Shoes*," "*Heartbreak Hotel*," "*Long Tall Sally*" and "*I Was The One*." Jerry Foster, who wrote "*The Girl Next Door (Went A-Walking)*," which Elvis recorded in 1960, attended the show. After finishing his stint, Elvis dashed to his dressing room with a police cordon around him to escape charging girls. Elvis sat ringing wet with perspiration in his dressing room while he answered the questions from the reporters. He had a coat draped around his shoulders but was wearing no shirt. He told the reporters that he loved the howling mob and didn't even notice when they screamed at his concerts. When asked what he thought about those statements that rock and roll music was bad for youngsters' moral he pushed a hand through his hair and said: "There's nothing to it. I can't believe that music could cause anybody to do anything wrong. And what I'm doing is nothing but music." After the shows were over Foster, who had his own band, picked up his drummer and guitar player. He stopped to get a bite to eat just outside of Savannah. Foster had just ordered his burgers and Pepsi when Elvis walked in followed by his cousin cousins, Gene and Junior. Foster introduced himself to Elvis and invited him to come back to Savannah again real soon to appear on a live TV show that he had on Saturday nights. Then they sat down and shared Foster´s burgers until Elvis´ own order arrived. As they got ready to leave Elvis asked Foster about the way to Charlotte, N.C., which was where they were to play the following day. Foster told Elvis to just follow him and he´d turn his blinkers on when it was time for Elvis to turn off. They got out into their cars and left. Foster was doing about 70 mph when Elvis suddenly roared past him and his taillights faded in the dark night.

Critics had been especially rough on Elvis during the past three weeks and this was why Elvis the next day bucked Col. Parker's orders to stay away from newsmen in Charlotte, N.C. until show time. He refused to stay in the seclusion of his hotel room and at 4:10 p.m. he couldn't stand it any longer and left the room in company of his cousin, Junior. They walked quickly to a restaurant a few doors away for a barbecue, flirtation with a few women and a 30-minute round of pool next door. Elvis, his knees bouncing while he sat, his hands drumming a tattoo on the table, talked with some newsmen about the critic. "This John Crosby guy, says I'm obscene on the Berle show. What does he know. Did you see the show? This Debra Paget wore a tight thing with feathers on the behind where they wiggle the most. And I never saw anything like it. Sex? Man, she bumped and pooshed out all over the stage. I'm just like Little Boy Blue. And who do they say is obscene? Me!" Elvis also talked about his four Cadillacs. Said he had two at home and two with him. One pink and one pink



Elvis in action at the Coliseum in Charlotte, N.C. and (right) at the 30-minute round of pool.

and white. It´s strange that two days later in Charleston, S.C. Elvis mentioned the colours as being: canary yellow, pink and black, white and baby blue. At about 10 p.m. Elvis burst onto the stage staggering and flailing like a moth caught in the beam of light. His songs were an unbelievable burlesque, combining the elements of a strip teaser's bumps with the slapstick gawkiness of a Harpo Marx. Several numbers later crowds of fans drifted toward the stage and before the 20 police could stop them, were mobbing the platform. Elvis danced his bumpy boxer's trot into the corner and dove for the dressing room at the end of the number. The surge of the crowd against the cordon of police was too late to reach him. "We want Elvis!" chanted the crowd. But Elvis dashed out an unlikely entrance into a waiting car and safety, before his fans caught up with him Tuesday night.

Elvis played to two audiences at the same time the next night in Augusta, Ga., as both the Bell Auditorium and the Music Hall were packed with some 6,000 teenagers. Elvis, clad in big, sloppy sport shoes, brown pants, a dark-coloured sport shirt and a flaming red coat, bounced onto the stage like a hungry panther. He started out with "*Heartbreak Hotel*" went on with "*Long Tall Sally*," "*I Was the One*," "*Baby, Let's Play House*," "*I Want You, I Need You, I Love You*," "*I Got a Woman*," "*Blue Suede Shoes*" and to the "delight" of a noisy mob who surged toward the stage he finished his final number, "*Hound Dog*," then ran to a waiting taxi at the stage door. At an interview prior to the show Elvis, who was asked what he thought of his rapid rise to fame, said: "I haven't had time to think about it. It's what I'm striving for." He denied ever having lived in the country, but that he had picked cotton, driven a tractor and a truck and that motorcycling was one of his favorite hobbies.

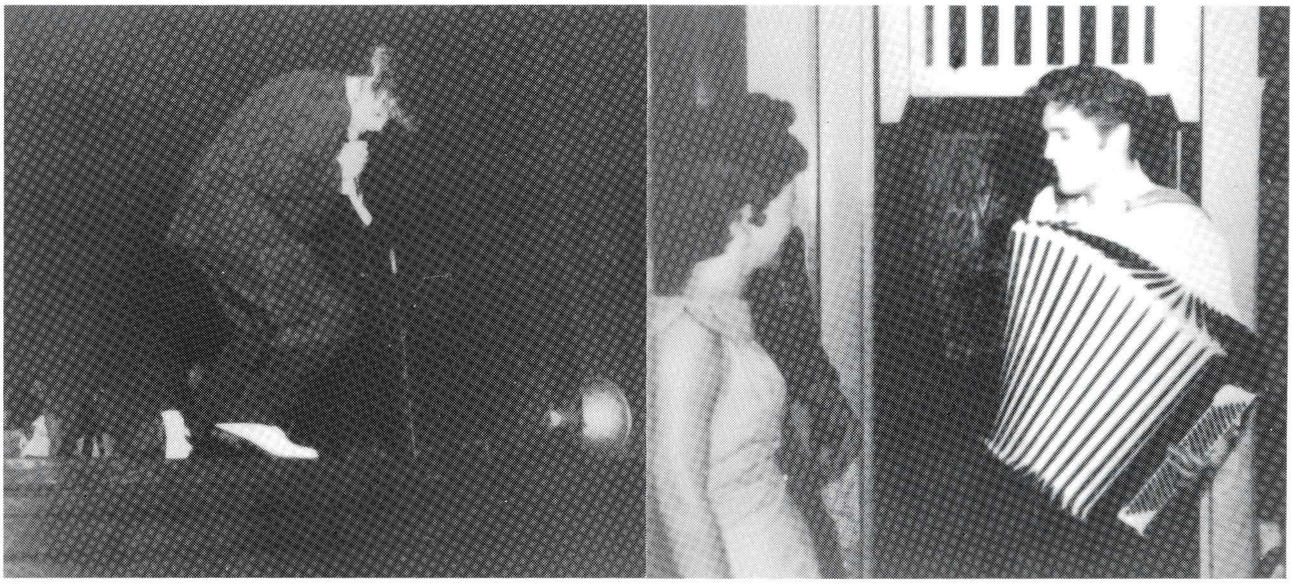
Elvis with singers Marcia Carr and Margie Walker in Augusta, Ga., June 27, 1956

Elvis continued for Charleston, S.C the following day. I have always wondered how professional writers could accept, and use, the information from the "Itenerary - Elvis Presley tour June 22 - 30, 1956" that was printed in the enclosed booklet to the record *"Legendary Performer, Vol III."* According to this itenerary Elvis played Charlotte, S.C. on June 28, 1956. Well, Charlotte, S.C. doesn't exist. Elvis played Charleston, S.C. on June 28, 1956. One incident in Charleston got headlines all over the country the next day. "Elvis Presley Bites Hand of Girl Reporter," "Interviewee bites interviewer" and "Elvis Nibbles On Hand of GirlReporter" were some of the headlines. The girl reporter had taken a picture of Elvis, attired in a mandarin-collared grey silk shirt and high-waisted grey trousers, sitting in his car and when she put her finger on his nose he had playfully nibbled at it. Just like everybody else would have done, he said later.

Since the distance between Charleston, S.C. and the next destination, New York, N.Y. is about 800 miles it is most likely that Elvis once again boarded a plane and flew to New York where the next morning he was rehearsing for his upcoming appearance on the *Steve Allen Show.* Suddenly a familiar face turned up in the midtown Manhattan rehearsal studio. It was Al Wertheimer, the photographer who had shot a lot of photos at his fifth appearance on the *Stage Show.* Wertheimer was to follow Elvis for the next seven days shooting approximately 3,000 photos of Elvis, most of which have never been released. Should you want an intimate account of the following week as well as on Elvis' fifth appearance on the *Stage Show*, get hold on Wertheimer's book *"Elvis '56, In the Beginning."* It is fantastic reading and a marvelous eyewitness photojournal. After having rehearsed the comedy sketch and being fitted for a tuxedo Elvis headed back to the Warrick Hotel. Sometime in the evening he caught the train for Richmond, Va.

The next morning Elvis arrived in Richmond, Va. where he was met at the station by Al Wertheimer, who had arrived earlier. They headed for the Hotel Jefferson where, after having had breakfast, Elvis went up to his room to get some rest. After the first show at the Mosque Theater Elvis sat down for an interview with the *London Mirror*, then ambled over to the drums in the center of the Mosque stage. He loosened his white, knit tie and started tapping gently on the snare, careful not to upset his Cokes on the tom tom. "I learned this when

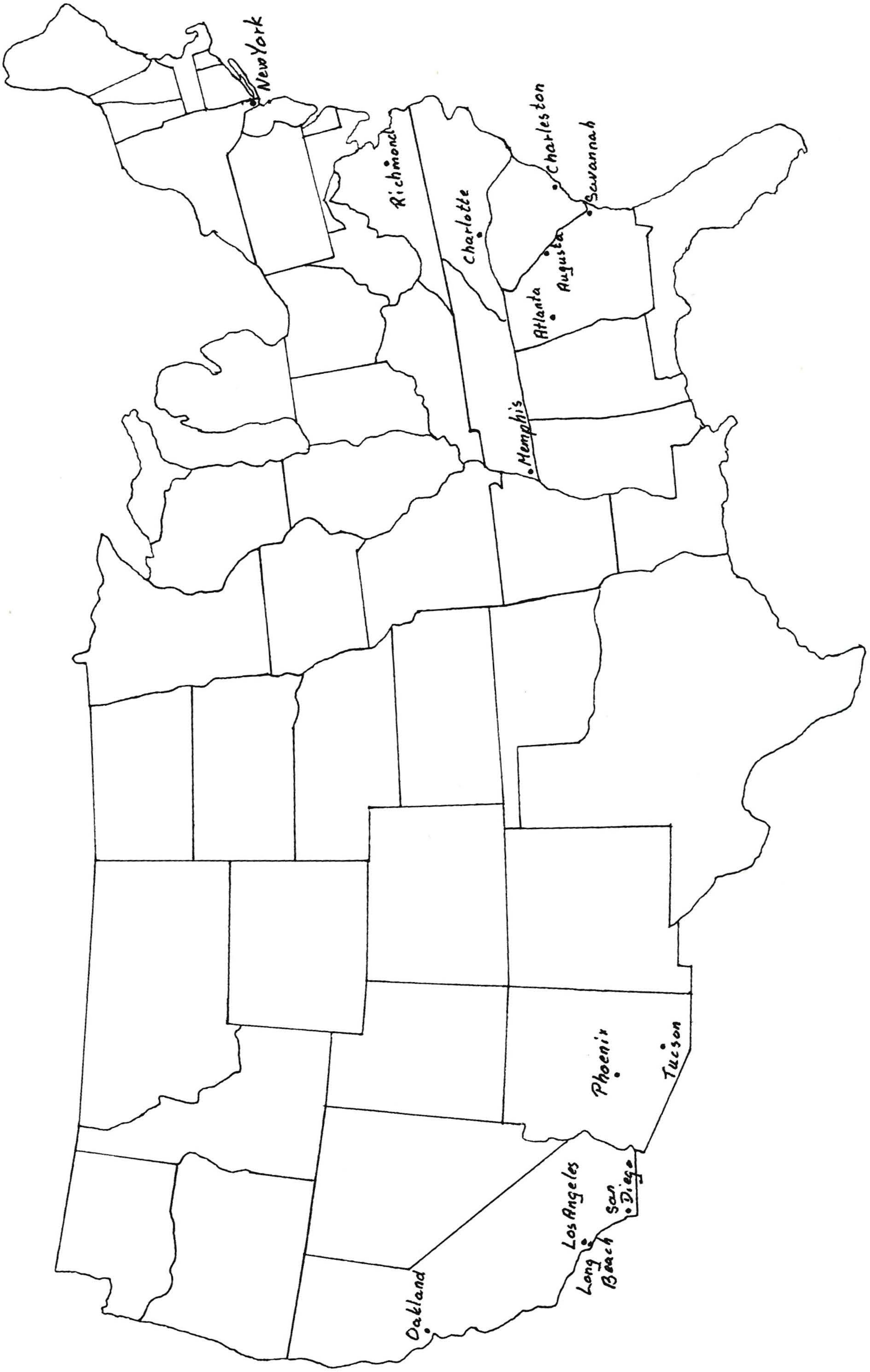
I was in the ROTC in Humes High School in Memphis," he drawled, the black saffires and diamond-studded horseshoe rings glittering. As the curtain went up on the empty theater Elvis jumped into the orchestra pit and started to play a little boogie and Dragnet´s dum de-dum dum on the piano. The young ushers and a few girls rushed to the front row where Elvis spent the next ten minutes talking to them. Then, as the crowd began to wander in, he climbed back onto the stage and the curtain came down. He fooled around with an accordion, obliged half a dozen photographers and told two TV movie cameramen they couldn´t shoot because his contract said "no movement." As the show started Elvis headed for the dressing room. Before Elvis went on, an assortment of singers, dancers and comedians tried to soothe and amuse the impatient audience. Then the lights dimmed and Elvis, attired in his kelly green jacket and black trousers, was in the spotlight. Waves of screams drenched the theater. Elvis squirmed, sang and reeled back and forth. "*Heartbreak Hotel,*" "*Blue Suede Shoes*" and "*Long Tall Sally*" reverberated in a fantastic cacophony of squeals and screams from the teenagers. Swivel-hipped, quivering and panting, Elvis gyrated across the stage dragging the microphone in a death grip while singing "*I Want You, I Need You, I Love You.*" Hair in his eyes, his face twisted in agony, flashbulbs exploding like a swarm of monstrous fireflies, he sang his heart out for the audience. Towards the end of the dynamic, no holds barred performance, Elvis stepped up to the microphone and told the crowd, "Tomorrow night I´m gonna be on the *Steve Allen Show.* I hope y´all watch me and that I do well so you can be proud of me." Then, he screamed, "Let´s get real gone!" and launched into a pulsating version of "*Tutti Frutti.*" After Elvis had left the stage the teenagers left behind began to realize that it was all over and babbled happily, tears streaming down their cheeks. Elvis had already left the theater and was on his way back to the train station to catch the 10:50 for New York. Elvis immediately headed for the sleeper and went to bed in the upper berth.



Elvis in action on as well as off the stage in Richmond, Va. on June 30, 1956

June 1956

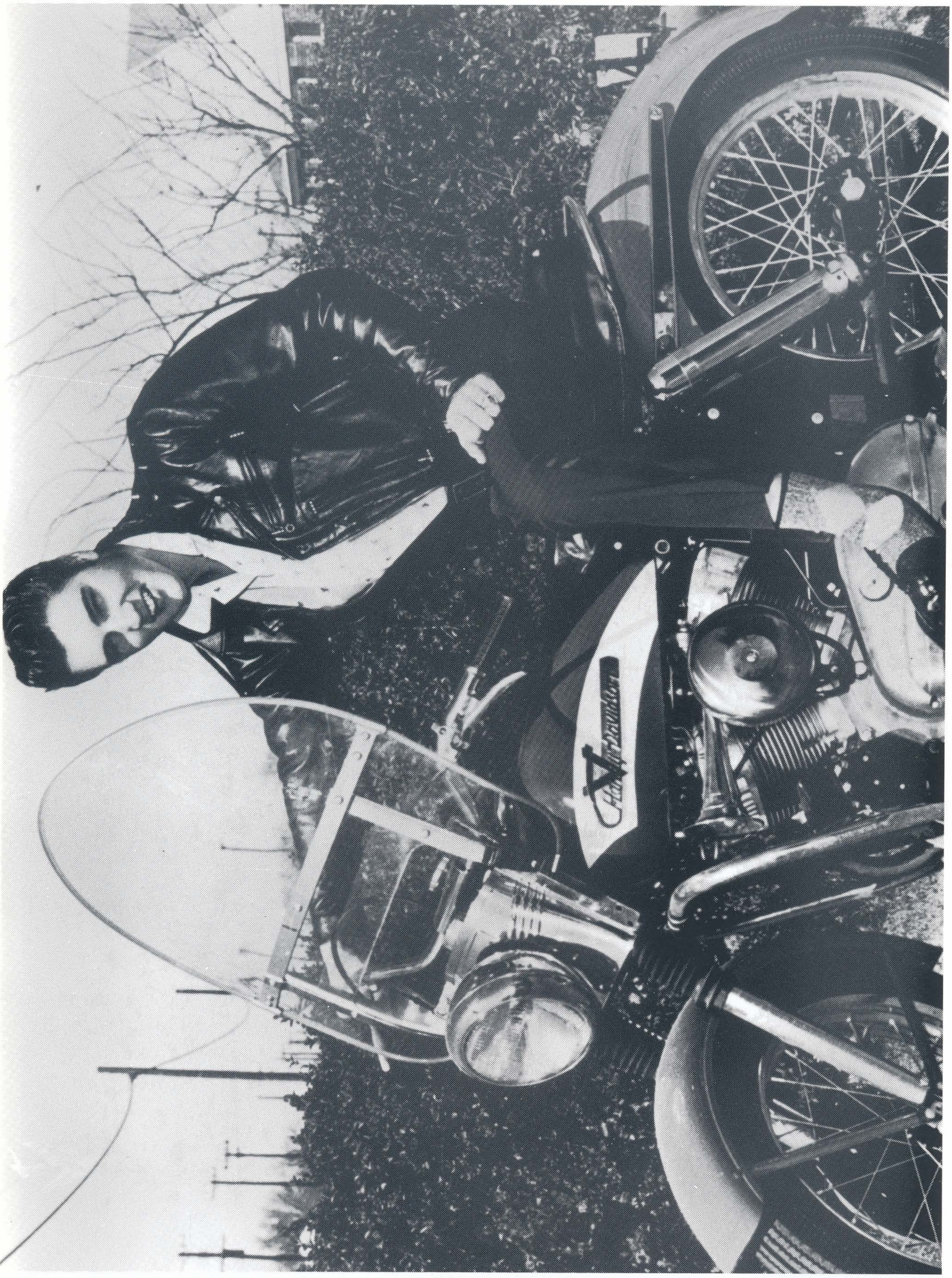
1. f	Attended Carl Perkins show	Memphis, Tn.	
2. s	Flight to	Los Angeles, Ca.	
3. s	Auditorium Arena	Oakland, Ca.	3:00, 8:00
4. m			
5. t	NBC studio, 2nd Berle show	Los Angeles, Ca.	8:00
6. w	Arena	San Diego, Ca.	7:30
7. t	Municipal Auditorium	Long Beach, Ca.	7:30
8. f	Shrine Auditorium	Los Angeles, Ca.	7:30
9. s	State Fairgrounds Grandstand	Phoenix, Az.	8:30
10. s	Rodeo Grounds	Tucson, Az.	8:30
11. m			
12. t		Memphis, Tn.	
13. w	Pick up lilac Cadillac in Tx		
14. t		Memphis, Tn.	
15. f		Memphis, Tn.	
16. s	WHBQ-TV Dance Party	Memphis, Tn.	
17. s		Memphis, Tn.	
18. m		Memphis, Tn.	
19. t		Memphis, Tn.	
20. w		Memphis, Tn.	
21. t		Memphis, Tn.	
22. f	Paramount Theater	Atlanta, Ga.	2:00, 5:50, 8:00
23. s	Paramount Theater	Atlanta, Ga.	12:35, 3:15, 5:30, 8:30
24. s	Paramount Theater	Atlanta, Ga.	2:00, 5:30, 8:30
25. m	Sports Arena	Savannah, Ga.	7:00, 9:30
26. t	Coliseum	Charlotte, N.C.	8:30
27. w	Bell Memorial Auditorium	Augusta, Ga.	8:30
28. t	College Park	Charleston, S.C.	8:30
29. f	Rehearsal	New York, N.Y.	
30. s	Shrine Mosque Theater	Richmond, Va.	5:00, 8:00


New York
Richmond
Charlotte
Charleston
Savannah
Augusta
Atlanta
Memphis
Phoenix
Tucson
Los Angeles
Long Beach
San Diego
Oakland

New information has come forth about this photo-session in RCA-Victor´s New York studio. A photograph from this session appeared in a Mississippi newspaper on January 20, 1956 advertising Elvis´ first appearance on the *Dorsey Show*.

This photo has often been mistaken as being from Elvis´ third appearance on the *Dorsey Show*. Actually the photo is from one of Elvis´ rehearsals to a Dorsey Show. Probably the fourth appearance on February 18, 1956.

A shot of Elvis in New York for one of his appearances on the *Dorsey Show*.

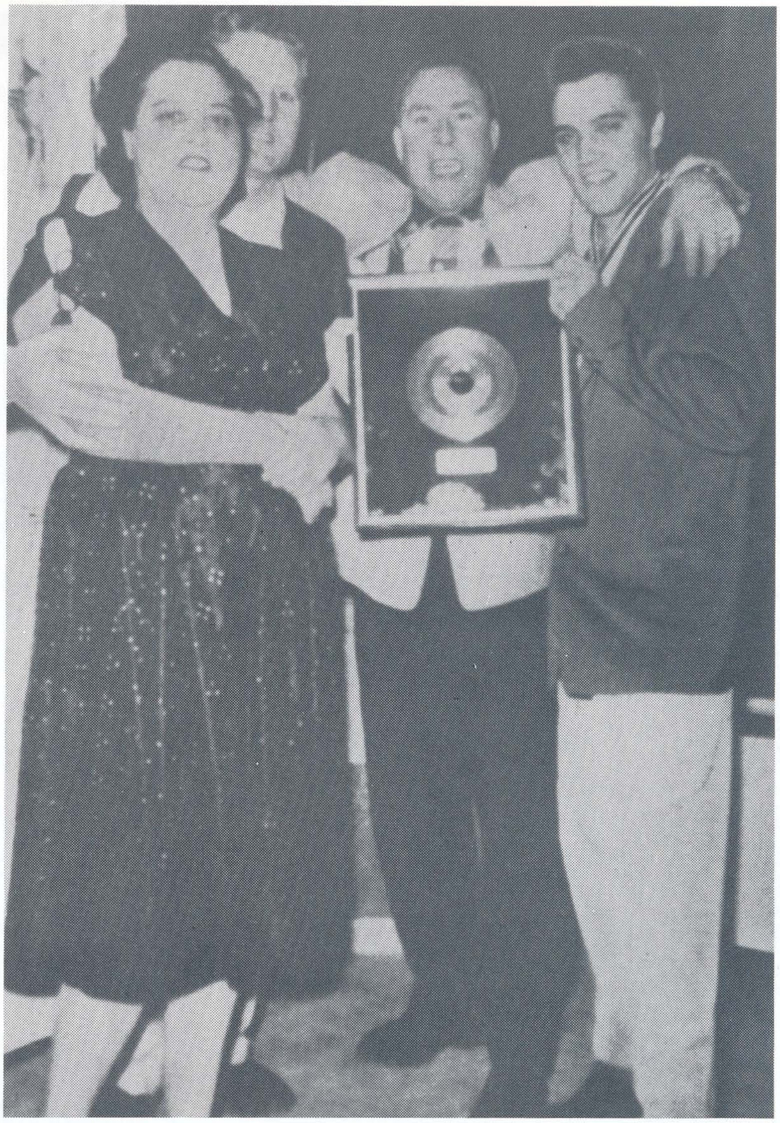

Harley-Davidson

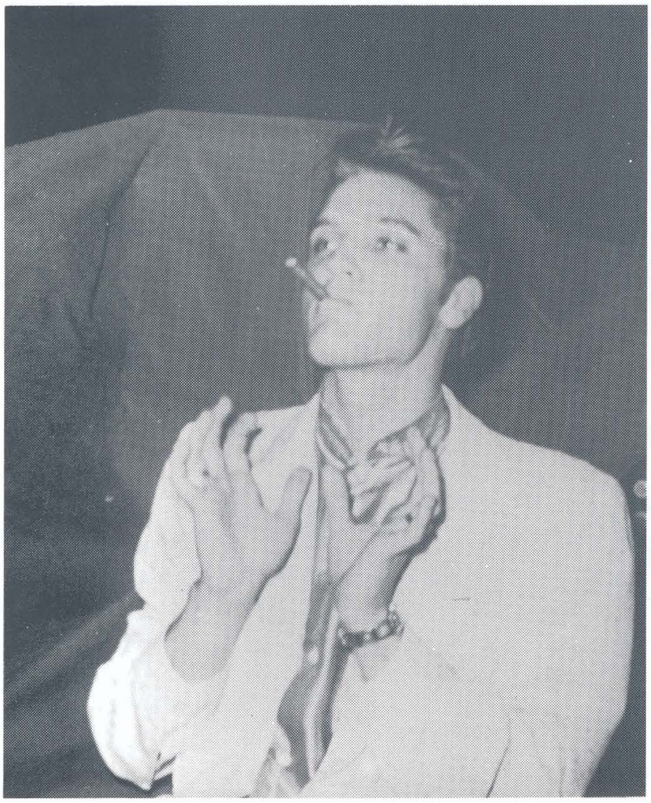
Elvis astride his red and white Harley Davidson outside 1414 Getwell Road in the spring of 1956.

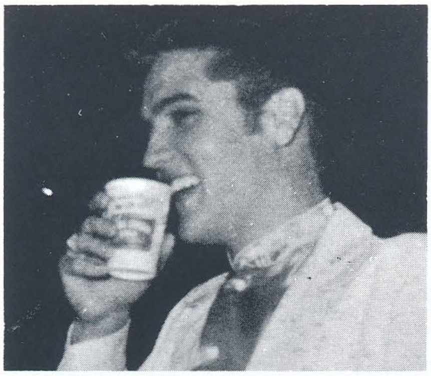
Elvis shows his first gold record to his parents, Gladys and Vernon Presley, and deejay Dewey Phillips at Elvis´ 1034 Audubon Drive home on April 14, 1956.

Bottom left. Elvis enjoys one of his thin cigars in San Antonio, Tx. on April 15, 1956.

Bottom right. Elvis-fan Kay Wheeler receives a hug from Elvis in Ft. Worth, Tx. on April 20, 1956.

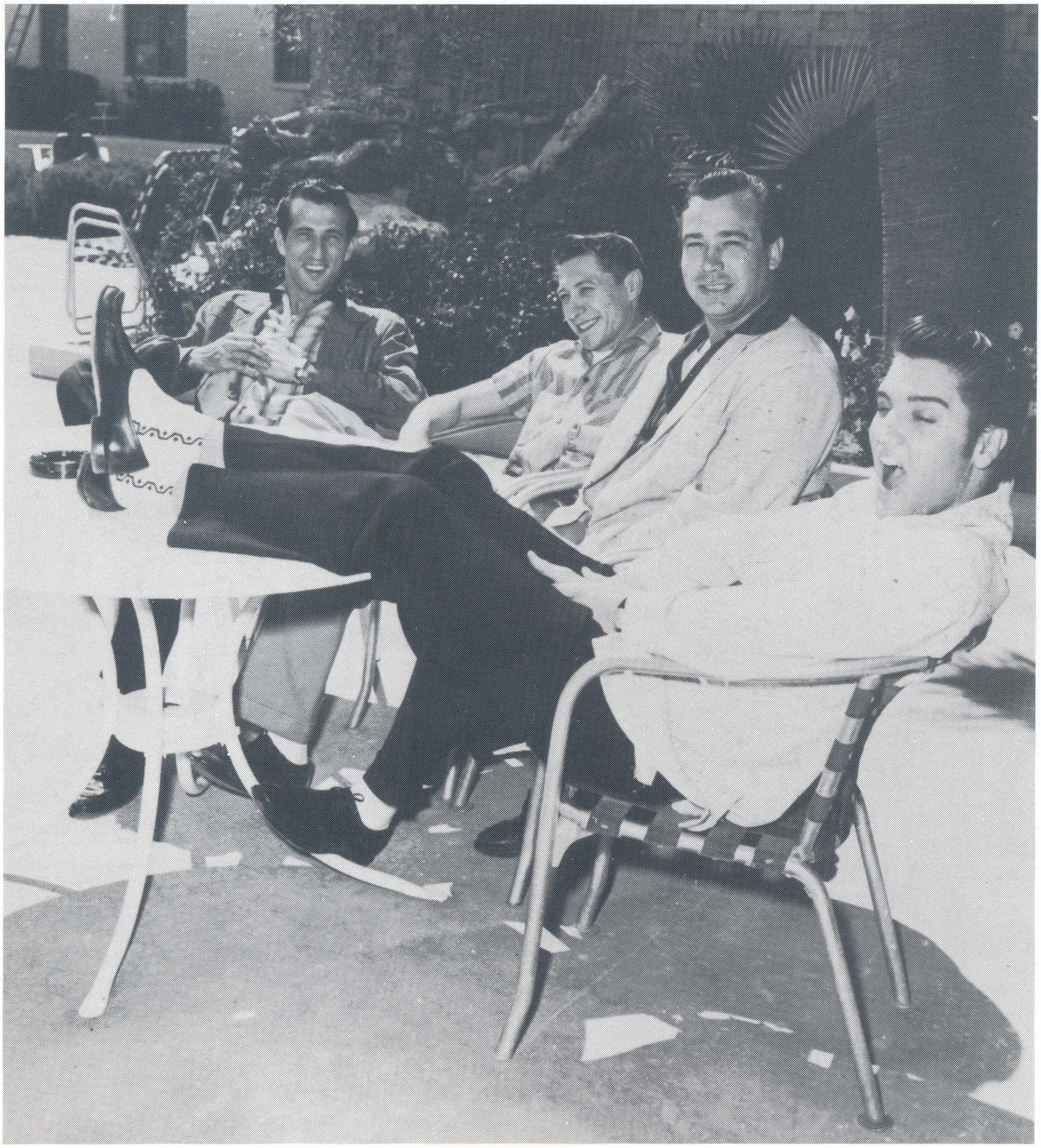






Top. Elvis backstage in San Antonio, Tx. on April 15, 1956.

Below. Elvis with (from left) D. J. Fontana, Scotty Moore and Bill Balck in Las Vegas, Nv., April 1956.

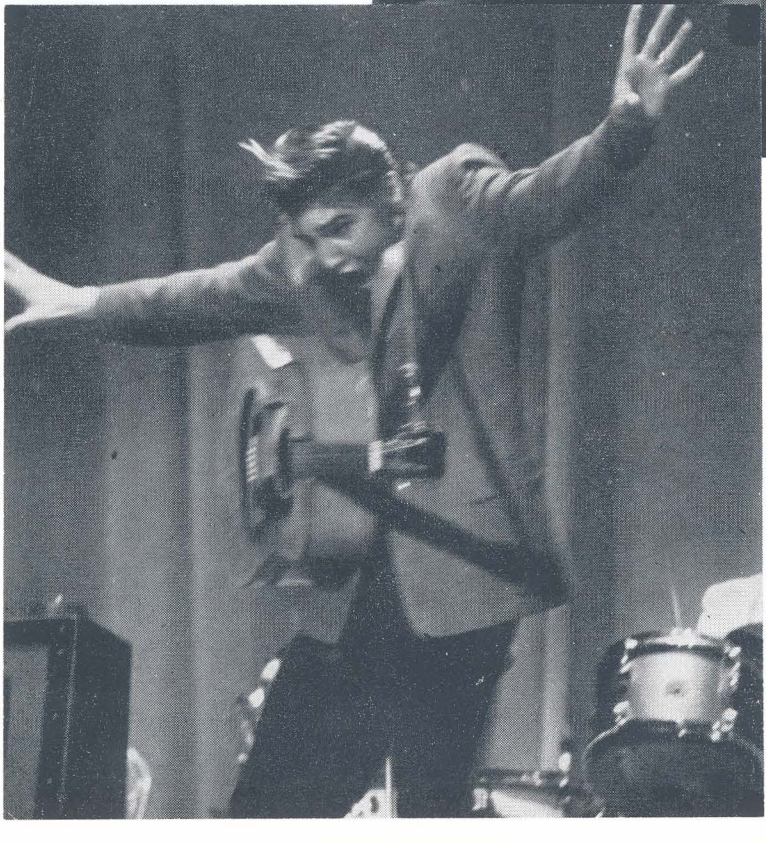


Elvis with fan/friend Judy Spreckles in Las Vegas, Nv. during Elvis´ April/May 1956 engagement.

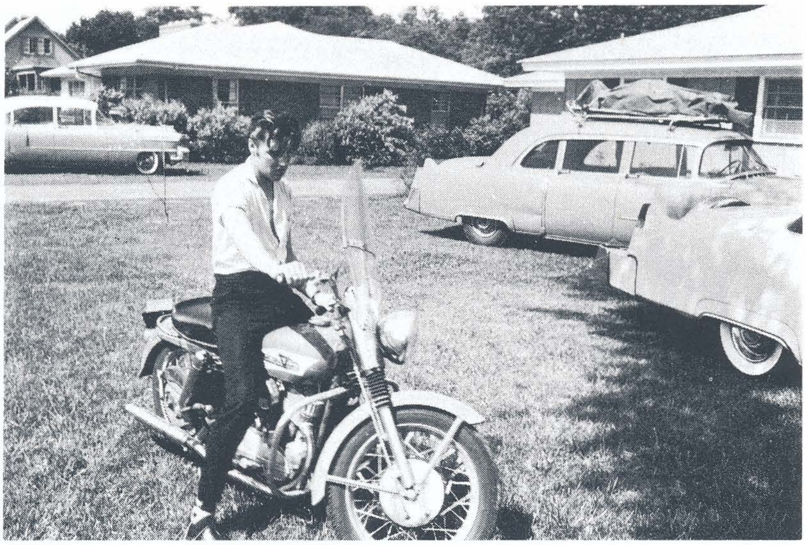
Above. Elvis waits for crowd to clear so he can get home after his May 15, 1956 appearance in Memphis, Tn.

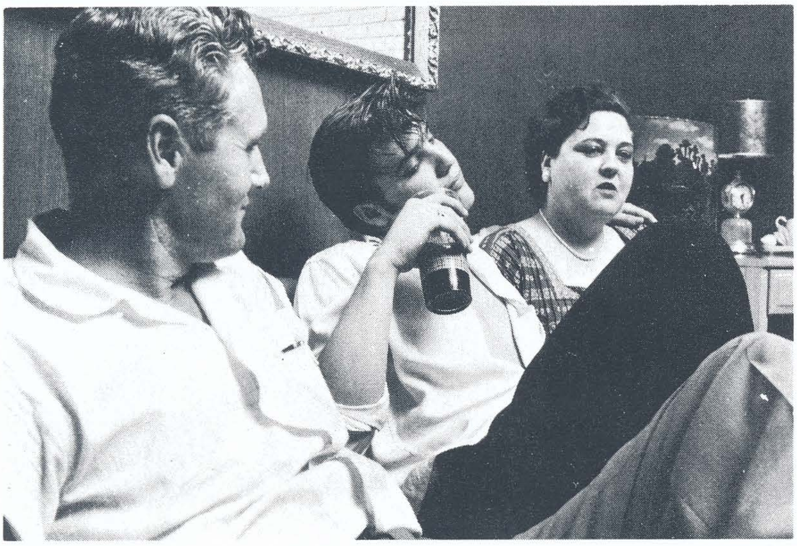
Right. Elvis and Red West during a game of boxing at Elvis´ 1034 Audubon Drive home in the summer of 1956.

Two shots of Elvis from his May 1956 tour. Supposedly from Dayton, Oh. on May 27. However, Elvis did only two shows in Dayton (pictured on page 90). The photos on this page could probably be from Columbus, Oh. on May 26, 1956.



Right. Elvis is seen on his red and white Harley Davidson in May 1956 at his Audubon Drive home which he had bought two months earlier. Far left in the photo is Elvis´ pink and white Cadillac Fleetwood Sedan. In the middle is his blue Cadillac Fleetwood limousine and at far right his yellow Cadillac Eldorado convertible.

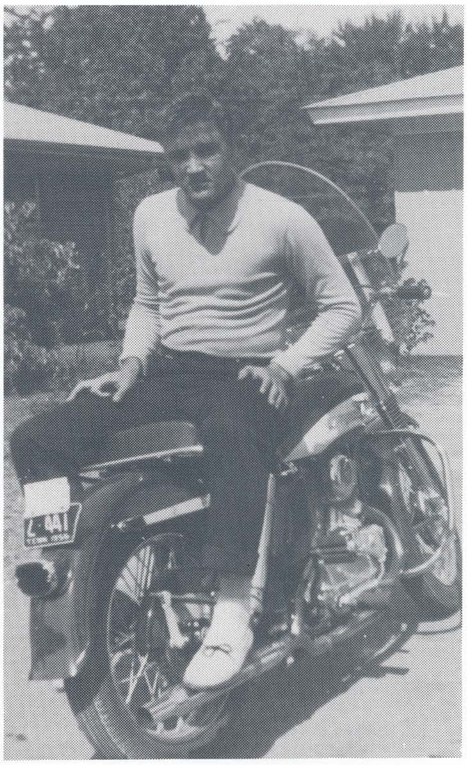


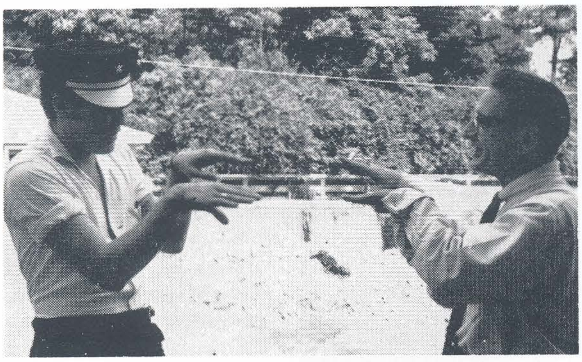


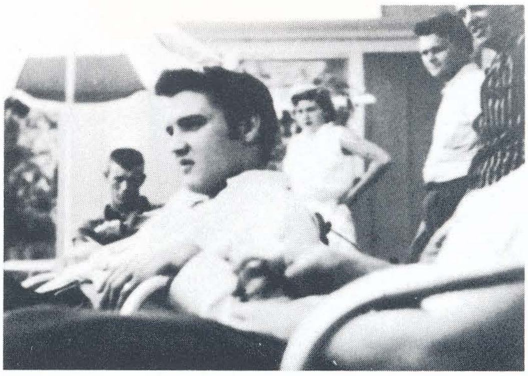
Above. Elvis takes a sip of a coke while having a quiet moment with his parents.

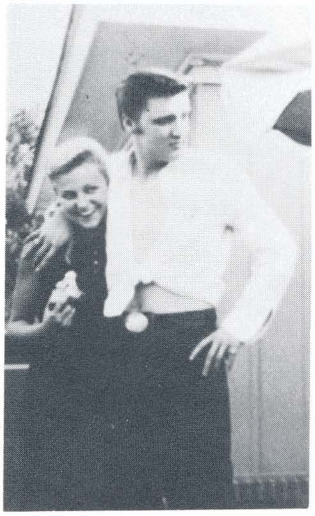
Right. Once again Elvis on his red and white Harley Davidson.

Bottom. Elvis puts the spell on Gereon Zimmerman, who was in Memphis to do a story on Elvis for LOOK.

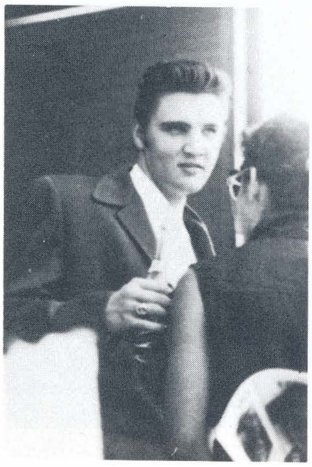


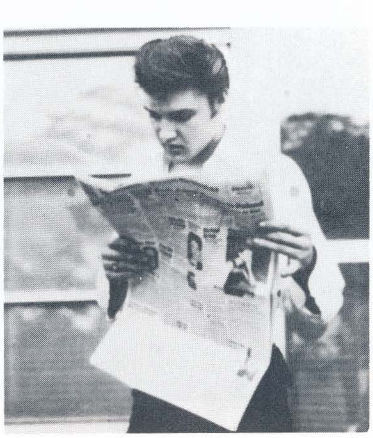


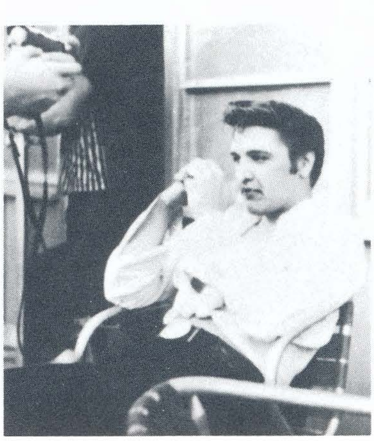


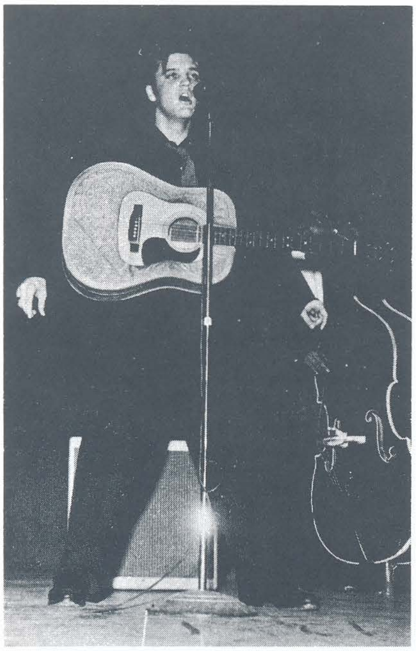


Snapshots of Elvis at 1034 Audubon Drive during summer of 1956.



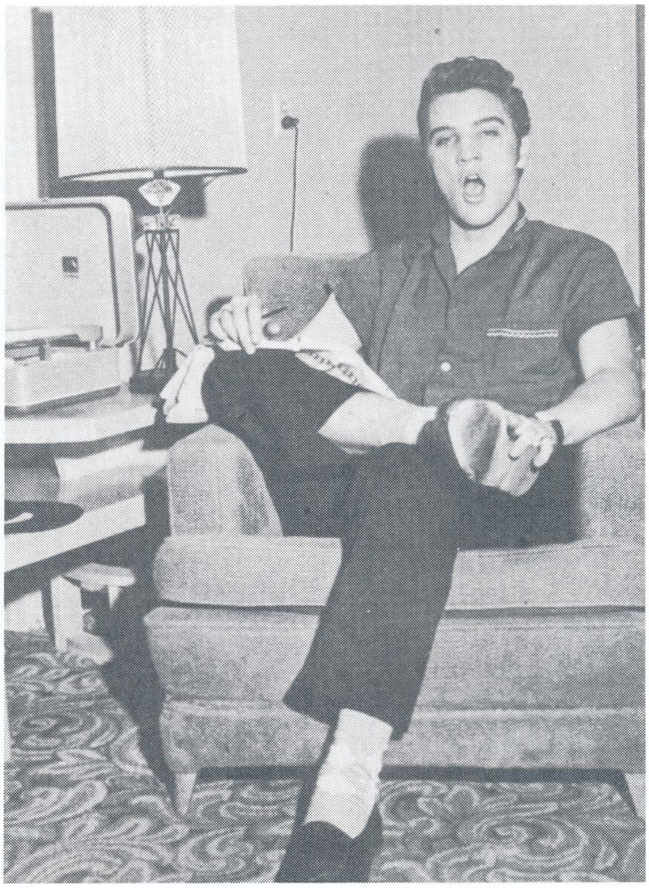


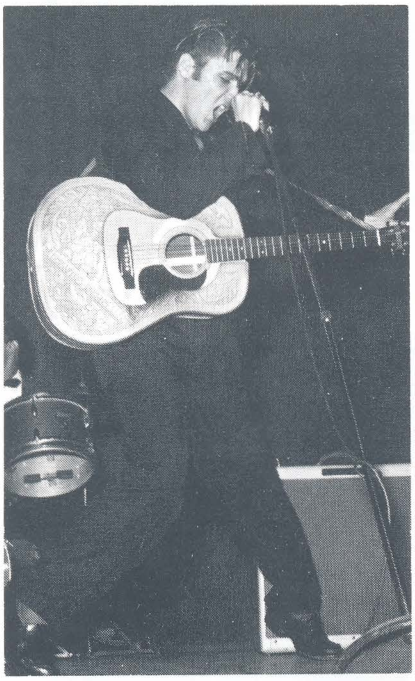




Left. Elvis in action at his show in Los Angeles, Ca. on June 8, 1956

Right. Two shots of Elvis in his hotel room in Los Angeles in connection with his appearance on *Milton Berle Show*.



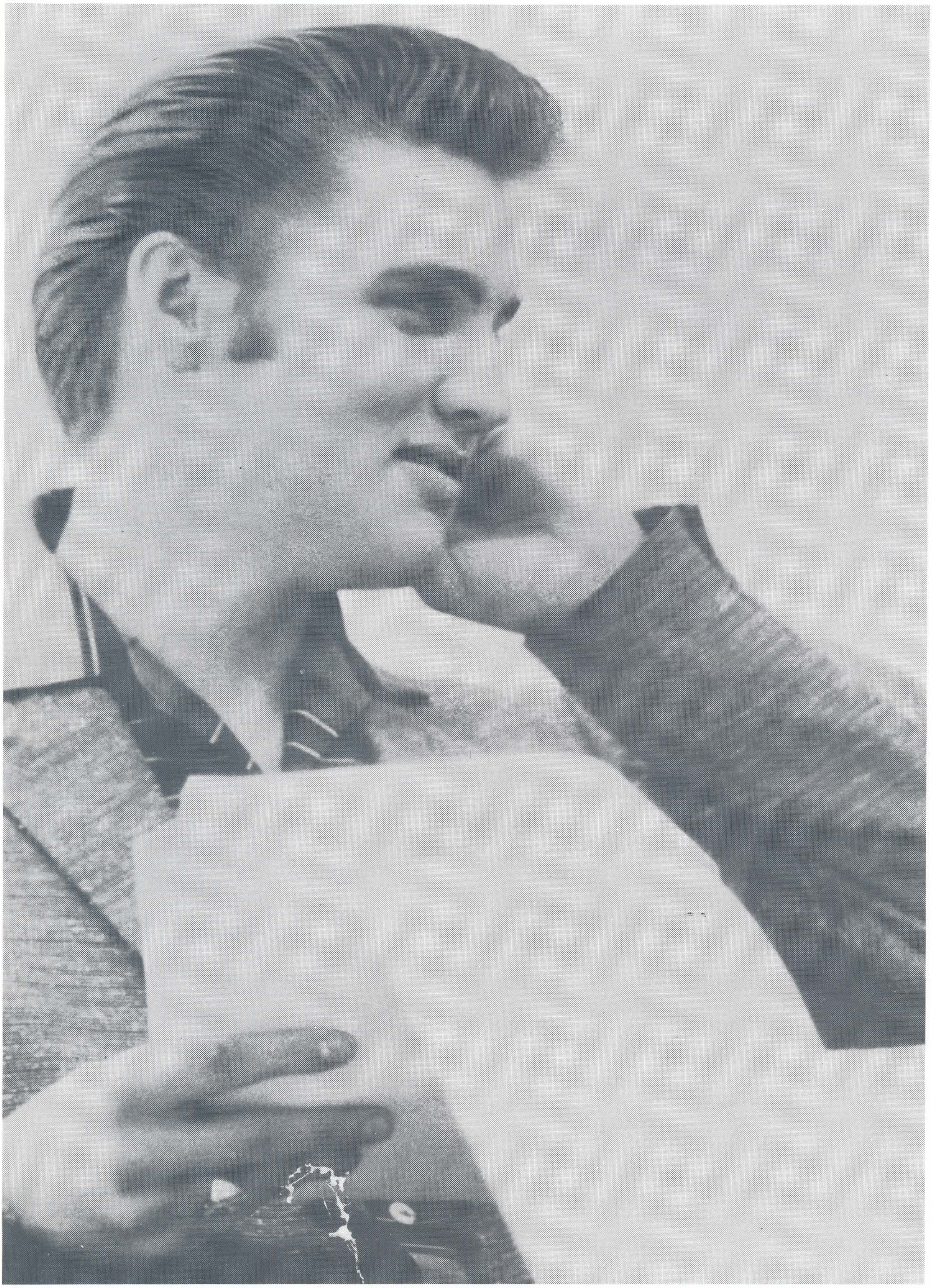


E. P. phone home!

Elvis always made sure to call his folks in Memphis whenever he was away from home.

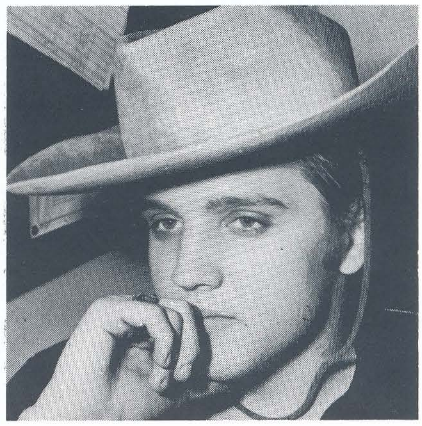
He had made this a habit since he first started out on tours in 1954.

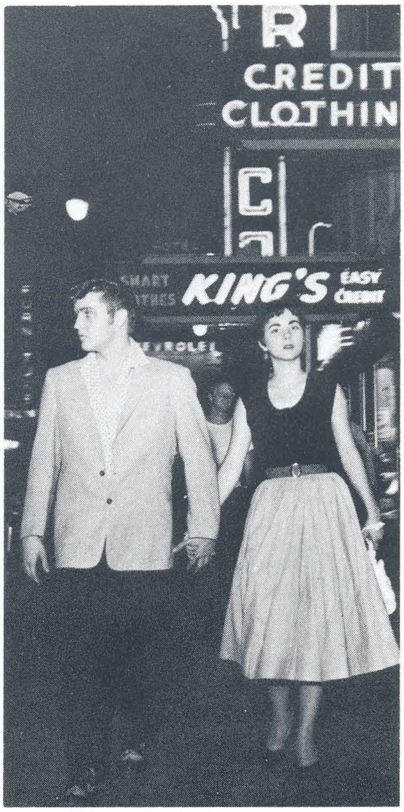
On this page he is seen in four shots taken at his hotel during his stay in Los Angeles, Ca. during early June 1956.



Elvis at the rehearsal for the *Steve Allen Show* in New York on June 29, 1956.

Elvis on July 1, 1956 during his appearance on the *Steve Allen Show* in New York.

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Top left and bottom right. Elvis during his July 4, 1956 appearance at Russwood Park in Memphis, Tn.

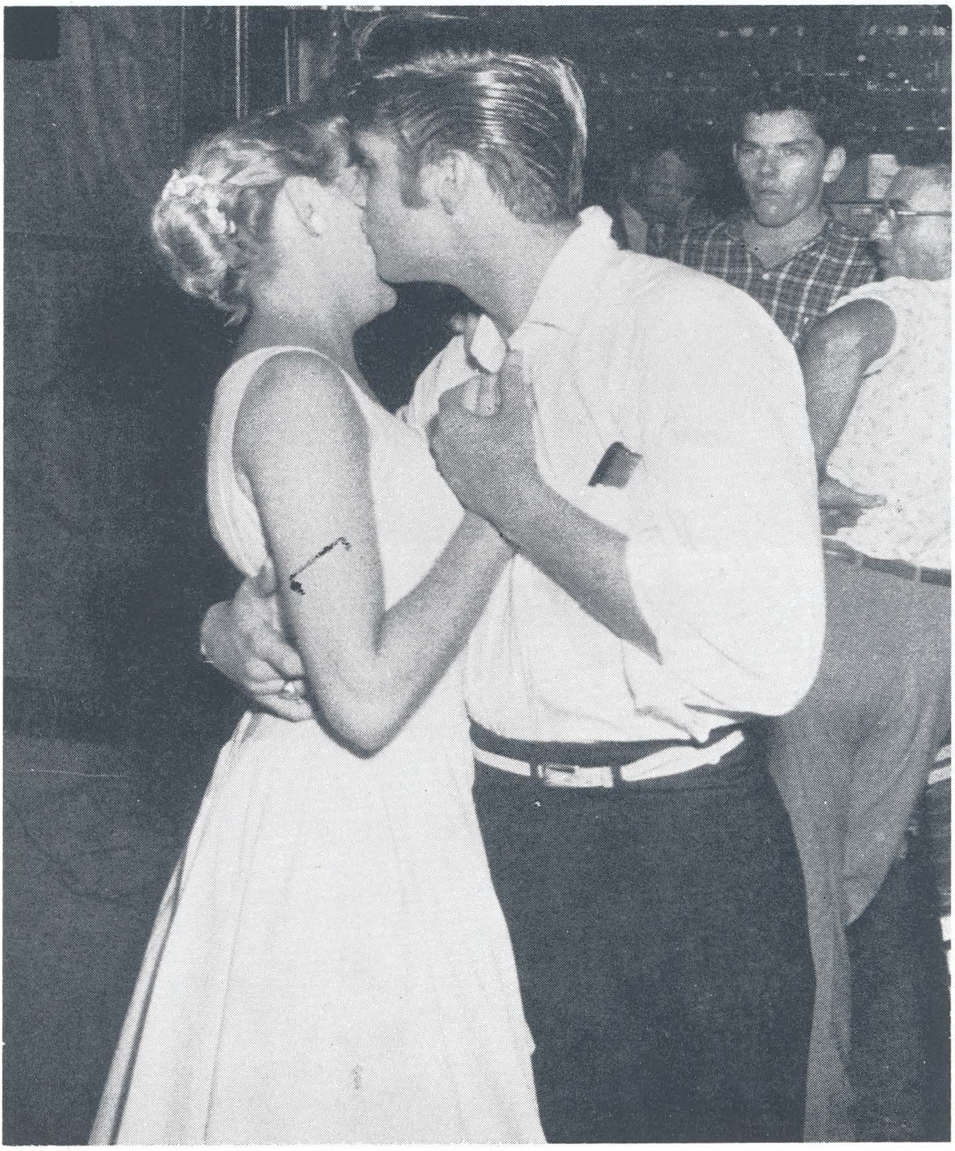
Top right and bottom left. Elvis with Memphis girl-friend, Barbara Hearn, in Memphis in the summer of 1956.

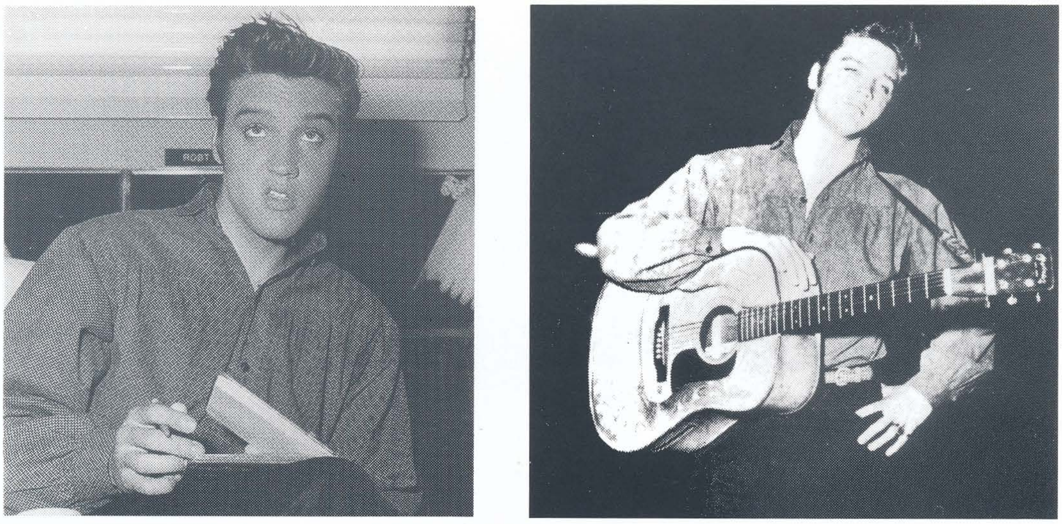
TAXI
MIAMI TAXI CAB

Top left. Elvis in a cab in Miami, Fl. on August 3, 1956.

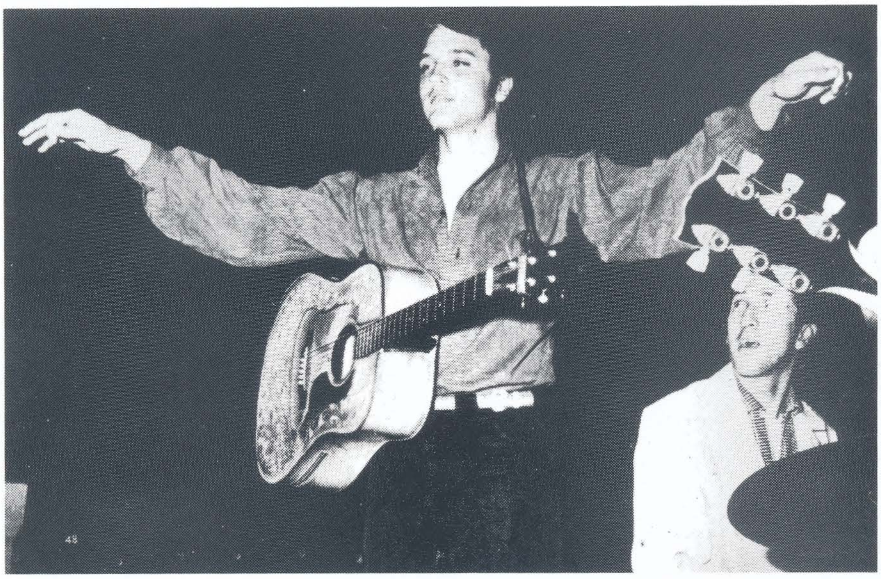
Top right. Elvis during one of his shows in Florida in August 1956.

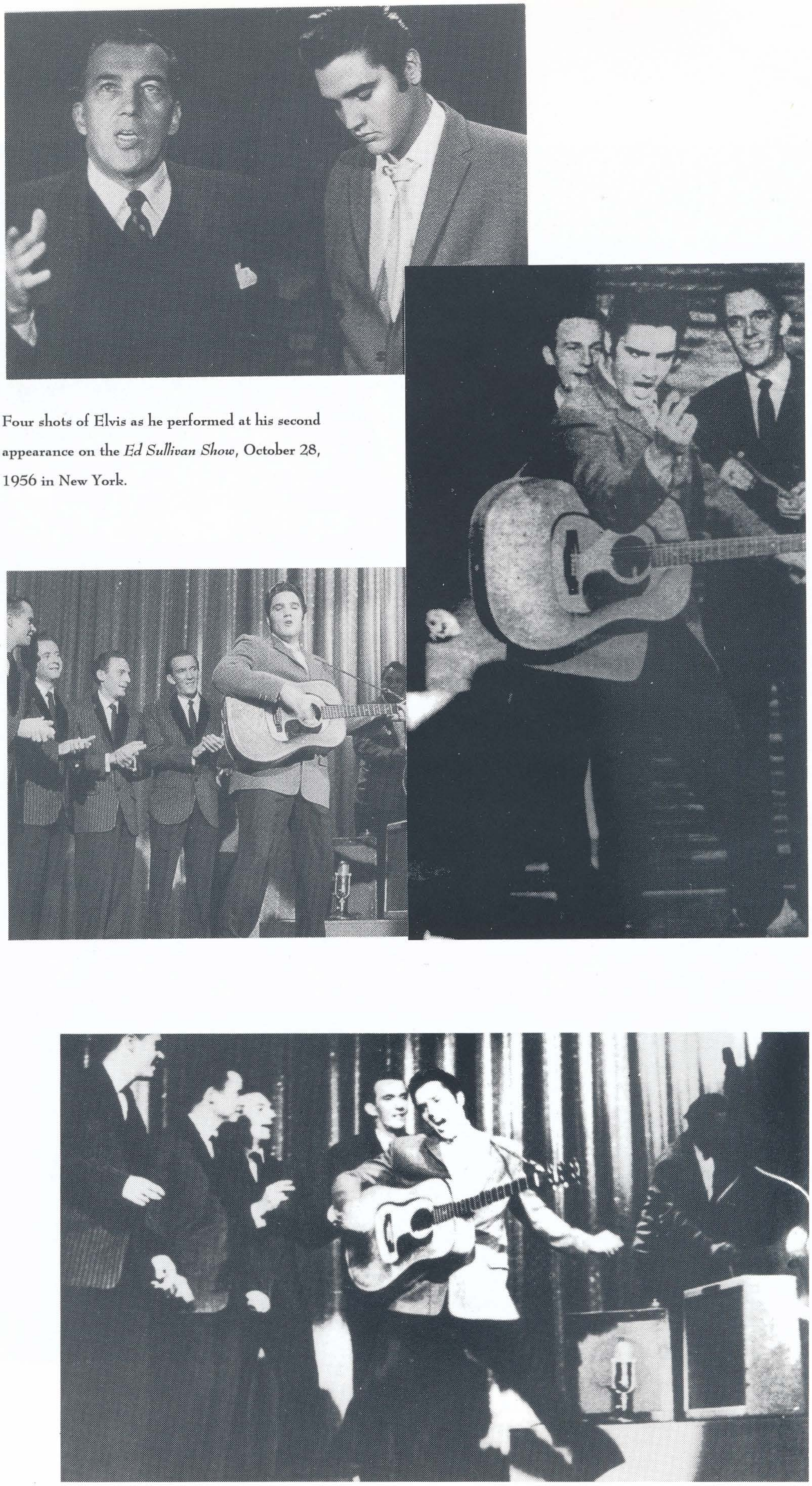
Bottom. Elvis with a fan in Jacksonville, Fl. on August 10, 1956.



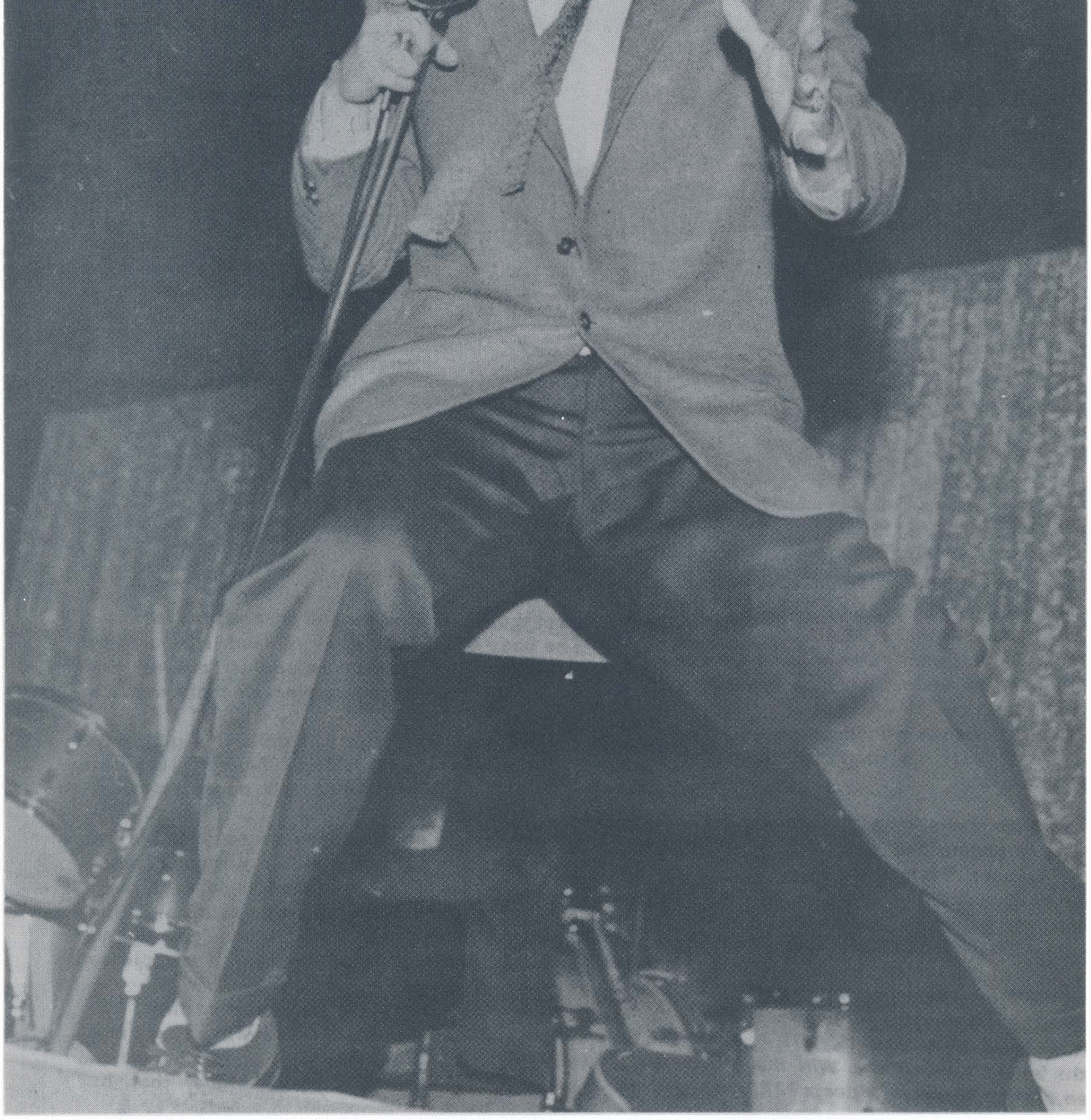


Elvis during rehearsal for his first appearance on *Ed Sullivan Show*, September 9, 1956 in Hollywood, Ca.

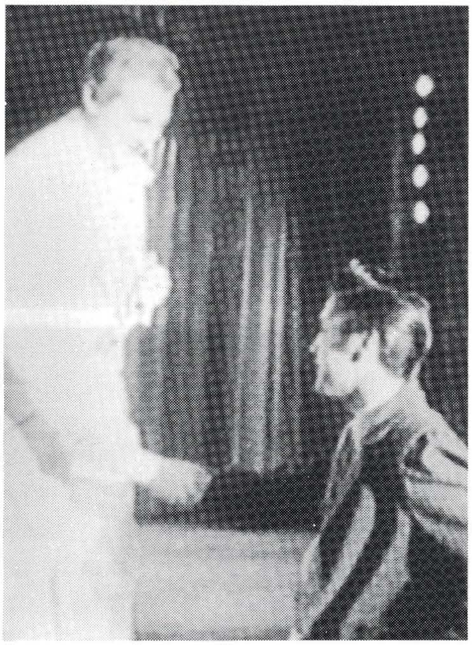


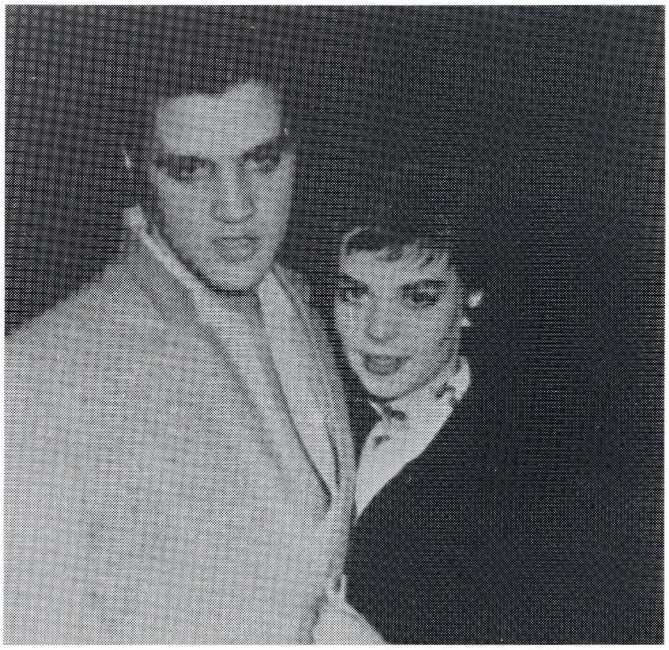


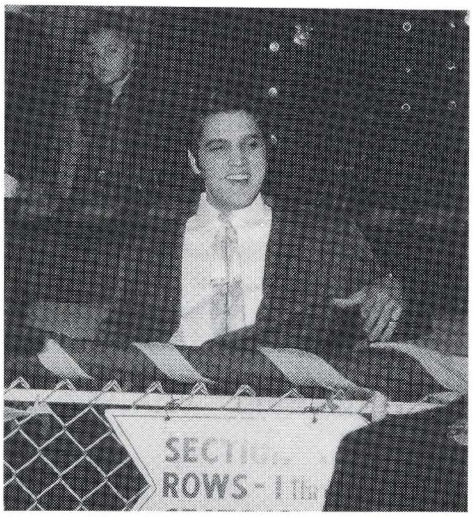
Four shots of Elvis as he performed at his second appearance on the *Ed Sullivan Show*, October 28, 1956 in New York.

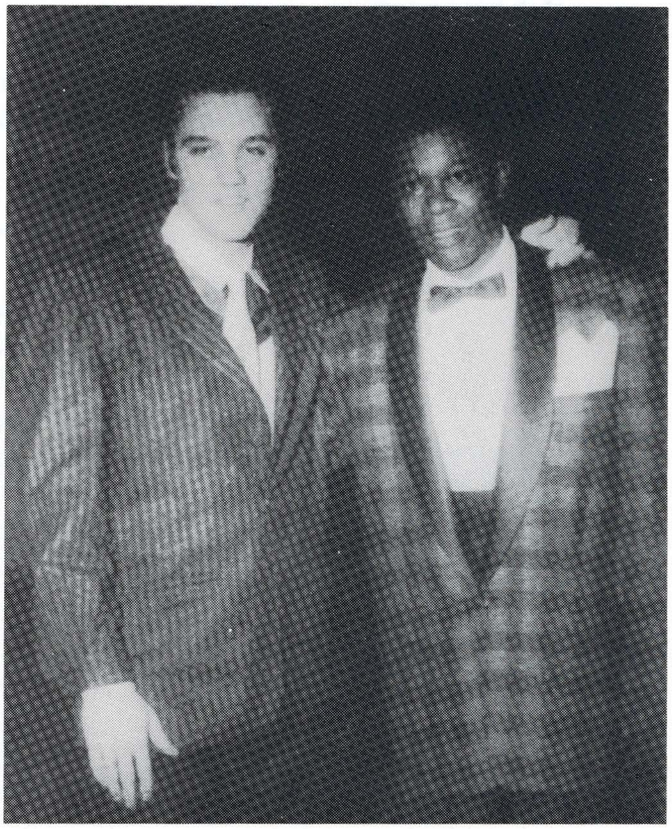


Elvis in action on stage in Waco, Tx. on October 12, 1956.









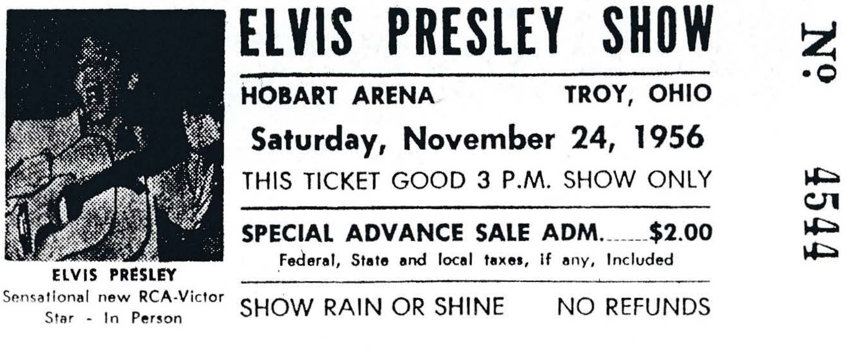
Top left. Elvis shakes hands with Liberace in Las Vegas, Nv. November 1956.

Top right. Elvis and Natalie Wood in Memphis, November 1956.

Middle left. Elvis at the E. H. Crump Memorial Football Game in Memphis on November 30, 1956.

Middle right. Elvis at the WDIA-review in December 1956.

Bottom. Ticket for Elvis´ show in Troy, Oh. on November 24, 1956.



ELVIS PRESLEY
Sensational new RCA-Victor
Star - In Person

ELVIS PRESLEY SHOW

HOBART ARENA **TROY, OHIO**

Saturday, November 24, 1956

THIS TICKET GOOD 3 P.M. SHOW ONLY

SPECIAL ADVANCE SALE ADM.......$2.00

Federal, State and local taxes, if any, Included

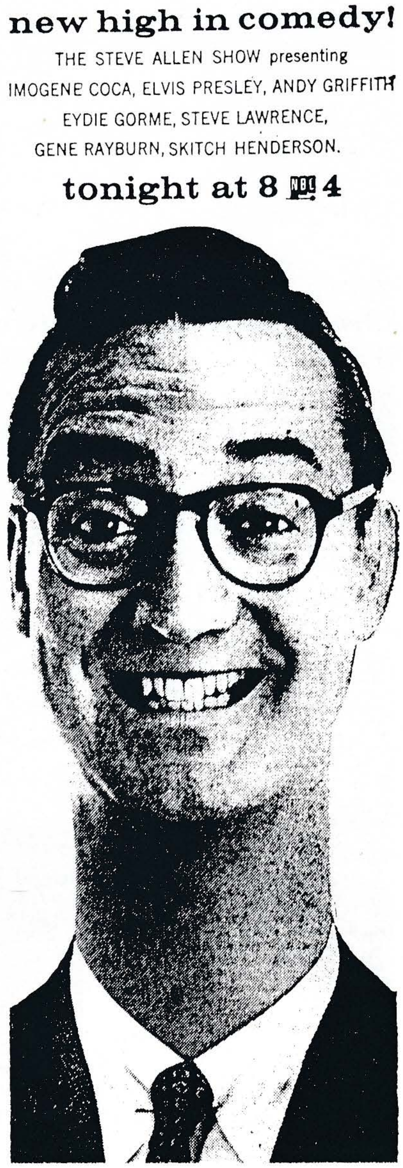
SHOW RAIN OR SHINE NO REFUNDS

No 4544

July 1956

Arriving in New York on the morning of July 1, Elvis, Tom Diskin, Al Wertheimer and Junior Smith took a cab to the Hudson Theater for the dress-rehearsal which went smoothly. After the rehearsal Elvis met with the New York press in his dressing room and soon after left for a penny arcade on Broadway, just a few blocks away to play pinball. At 8:00 p.m. the *Steve Allen Show* went on the air. Elvis, attired in a baby blue shirt and matching bow tie, black tails and blue suede shoes walked on stage.

Allen: **Well, you know, a couple of weeks ago on the *Milton Berle Show*, our next guest , Elvis Presley, received a great deal of attention which some people seemed to interpret one way and some viewers interpreted another. Naturally, it's our intention to do nothing but a good show. (A dog barks) Somebody is barking back there. We want to do a show the whole family can watch and enjoy and we always do, and tonight, we are presenting Elvis Presley in his ha, ha, what you might call his first come-back. And at this time it gives me extreme pleasure to introduce the new Elvis Presley. Here he is. Elvis, I must say you look absolutely wonderful, you really do,**


new high in comedy!
THE STEVE ALLEN SHOW presenting
IMOGENE COCA, ELVIS PRESLEY, ANDY GRIFFITH
EYDIE GORME, STEVE LAWRENCE,
GENE RAYBURN, SKITCH HENDERSON.
tonight at 8 NBC 4

and I think that your millions of fans are really going to get kind of a kick seeing a different side of your personality tonight.

Elvis: Well ahh...Thank you, Mr. Allen... ahh...

Allen: Can I hold your guitar here?

Elvis: It's not too often that I get to wear the, ahh suit and tails and all this stuff. But, ahh, I think I have on something tonight that's not quite correct for an evening wear.

Allen: Not quite formal? What's that, Elvis?

Elvis: Blue suede shoes.

Allen: Ohh, yes. Well Elvis, you're certainly being a real good sport about the whole thing, and now I have a little surprise for you. Gene, could I have the surprise?

Gene: There you are.

Allen: Thankyou, Gene Rayburn. This Elvis, believe it or not, is a giant petition that was signed by three giants out in the alley. No, seriously, this was signed by over 18,000 of Elvis' loyal fans saying we wanted to see him again soon on television. It was sent in to us just the other day by our good friend deejay Don Wallace in Tulsa, Oklahoma. 18,000 signatures on this. Elvis, it's a fine thing.

Elvis: It's wonderful Mr. Allen. I'd like to thank all those, all those wonderful folks and I'd like to thank you, too.

Allen: Well, that's okay, Elvis. Now watcha gonna, say what are you going to sing first for us tonight?

Elvis: "*I Want You, I Need You, I Love You.*"

Allen: Here is the big RCA hit, Elvis.

Elvis sings: "*I Want You, I Need You, I Love You.*"

Elvis at the rehearsal for the *Steve Allen Show*, July 1, 1956

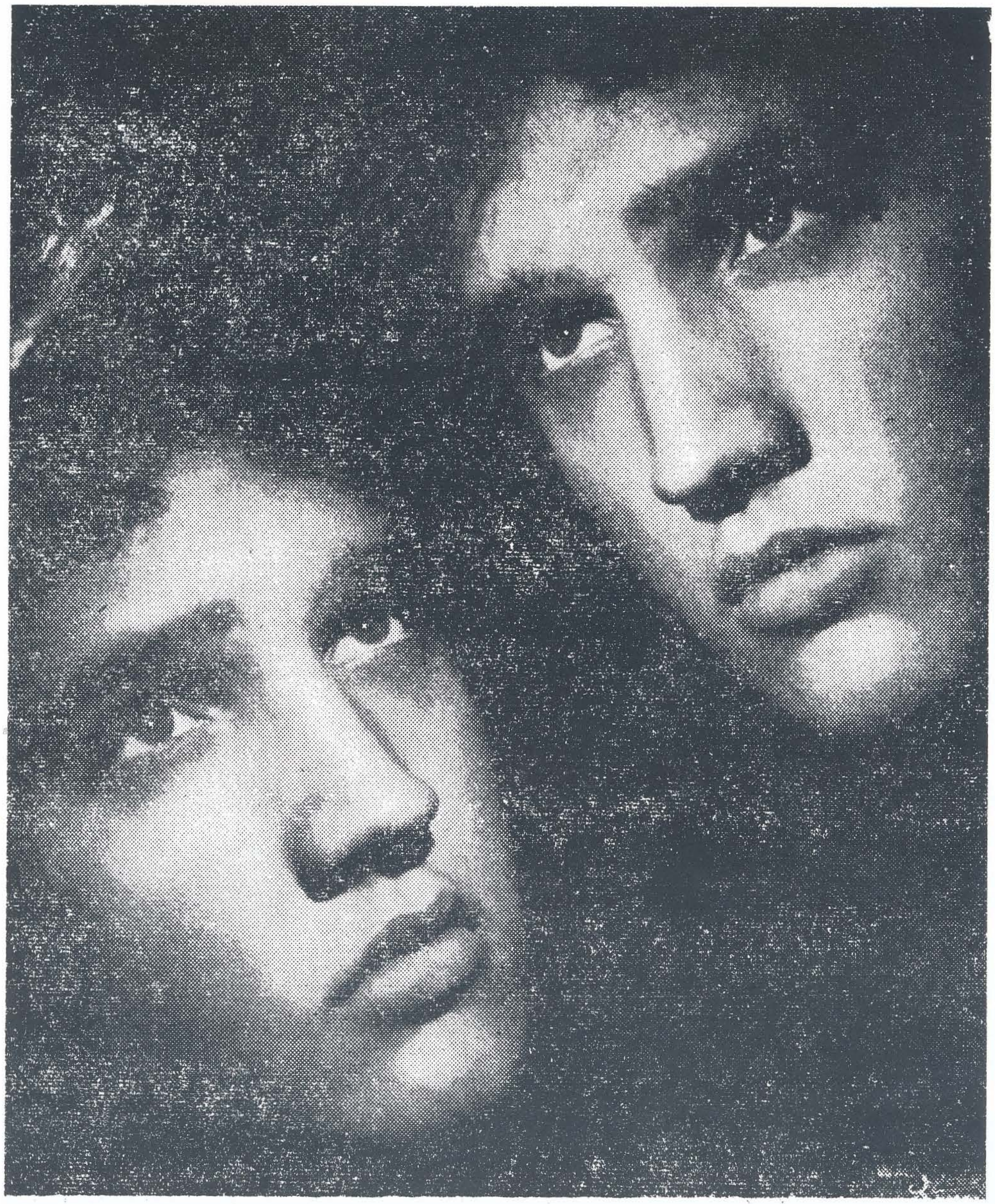
Allen:	Welcome Elvis, and now we have the great vocal group the Jordanaires in the background. Elvis, your new record hit, I, I predict it´s gonna be one ´cause I´ve heard you rehearse it, you´re gonna record it tomorrow, called "*Hound Dog*." I got you a cute little hound dog right here and away you go.
Elvis sings:	"*Hound Dog*."

Later on in the *Steve Allen Show* Elvis appeared in a sketch with Imogene Coca, Andy Griffith and Steve Allen. Elvis played the part of Tumbleweed Presley and even though the sketch lasted for about six minutes Elvis only got to say a few words and sing the following lines: "Well, I got a horse and I got a gun and I´m going out and have some fun so I´m a warning you galloots don´t step on my blue suede shoes."

Elvis helped Steve Allen get the highest share of audience for an NBC show since May 30, 1954, bucking Ed Sullivan on CBS. Trendex ratings gave the*Steve Allen Show* a 53.3 share of audience compared to Ed Sullivan's 39.7 share. This was the second time in a few weeks that Elvis had helped NBC clobber CBS. The first time being his appearance on the *Milton Berle Show* on June 5. After the *Steve Allen Show* Elvis was interviewed on television on the *Hy Gardner Calling* program, which went on the air at 11:30 p.m.

The next day, July 2, Elvis went to the RCA studio at 155 East Twenty-fourth Street for a recording session. Taking part in this session were Elvis, Scotty, Bill, D. J. Fontana, Shorty Long on piano and the Jordanaires. This was the first session to feature all four of the Jordanaires. The group consisted of Gordon Stoker, Neal Matthews, Hoyt Hawkins and Hugh Jarrett. One of the songs recorded was "*Hound Dog*," which was written by Jerry Leiber and Mike Stoller. Big Mama Thornton had had a number one r&b hit with the song in 1953. "*Don´t Be Cruel*," written by Otis Blackwell in 1955, was also recorded at this session. The last number recorded was "*Anyway You Want Me*," which was penned by Aaron Schroeder and Cliff Owens. Al Wertheimer was present at the entire session and shot some fantastic photographs of Elvis recording some of his greatest hit songs.

At 11:30 o´clock Tuesday morning, on the eve of the Fourth of July, Elvis, Scotty Moore, Bill Black, D. J. Fontana, Junior Smith, Tom Diskin, Col. Tom Parker and Al Wertheimer caught a Pulman out of Pennsylvania Station. The ride to Memphis was a long and boring one taking almost 27 hours. Going via Washington, D.C. the train arrived shortly after 7 a.m. on the morning of the Fourth of July in Chattanooga, Tn., where they had to wait for an hour before the day local to Memphis departed. While waiting Elvis had breakfast alone at the Chattanooga station before boarding the train, which would make stops at every little station between Chattanooga and Memphis. At a stop in Sheffield, Al. it was time for lunch which consisted of a double order of Southern fried chicken, milk and *Hostess* cupcakes. When the train made one of its whistle-stops in a rural suburb of Memphis Elvis stepped off the train, (as can be seen in the "Elvis '56" video) carrying only his records with him and as the train started to pull out in direction of downtown Memphis, Elvis waved goodbye and walked home alone.



MOOD IN BLACK AND WHITE—The face above is one of the best known in the country, but Elvis Presley's fans do not see his features in such expressive and brooding composure when he is in action. This unusual photographic study by William Speer, Memphis photographer, reveals some of the qualities which have caused Hollywood movie makers to believe that in the young Memphian they may have someone who will reach some of the stature of Valentino, Brando and James Dean. A large oil painting of another similar photographic impression of Elvis by Mr. Speer dominates the family room of Mr. and Mrs. Vernon Presley's home on Audubon Drive. Elvis is due back in Memphis tomorrow from New York to give his services at the huge Elvis Presley Jamboree at Russwood Park at 8 tomorrow night. Russwood box offices will open at 9 a.m. tomorrow. The gates will open at 5:30 p.m.

Press Scimitar, July 3, 1956

Arriving back at his new home on 1034 Audubon Drive Elvis headed for the half-filled swimming pool where he played with his cousins. As soon as Al Wertheimer arrived he once again started shooting photos of Elvis in the pool when Elvis suddenly realized he had forgotten to take off his new wrist-watch, a gift he had received while playing in Las Vegas. After a while he took Al Wertheimer for a ride on his Harley Davidson, which ran out of gas. Elvis had a bad habit of always letting the motor of his car or motorcycle run, even though he left the vehicle and often ran out of gas. During the afternoon Elvis played his new records for Barbara Hearn, his local girl-friend.

Crowd-Pleasing Performance For Charity

By ROBERT JOHNSON
Press-Scimitar Staff Writer

Elvis Presley sang his thanks to his hometown last night, and set off a demonstration of screaming affection from his fans such as Old Memphis Town has never before witnessed.

Some of his teen-age admirers camped at Russwood Park at 9:30 yesterday morning with their lunch and supper to be sure of getting front row seats for last night's Elvis Presley Jamboree. A half-hour before the gates opened at 5:30 p.m., hundreds were jammed solidly before the turnstiles.

With full support from his manager, Col. Tom Parker, Elvis contributed his services for the Cythia Milk Fund of The Press-Scimitar and the Variety Club's Home for Convalescent children and drew huge crowd.

Gil Brandon, chief barker of the Variety Club, said the first report on attendance of 14,000 was a mistake caused by confusion with the approximate figure for gross revenue. That figure was given to the Commercial Appeal.

"It looked like that many," Brandon said, "but actually it was about half that. We're checking our tickets to find exactly what the attendance was, as we feel since this was a charity show the public is entitled to know all about it. The turnstiles showed a paid admission of a little over 6100. We had a few hundred others, mothers of dancing girls, wives of musicians, technicians and workers whom we passed. And there were some crashers who got thru.

"We realized about $13,500, and our expenses will be under $500, all spent on items like day labor, materials, etc. Both charities will benefit handsomely, and we appreciate the fine turnout we got."

Variety Club members and even members of Col. Tom Parker's staff bought their own tickets.

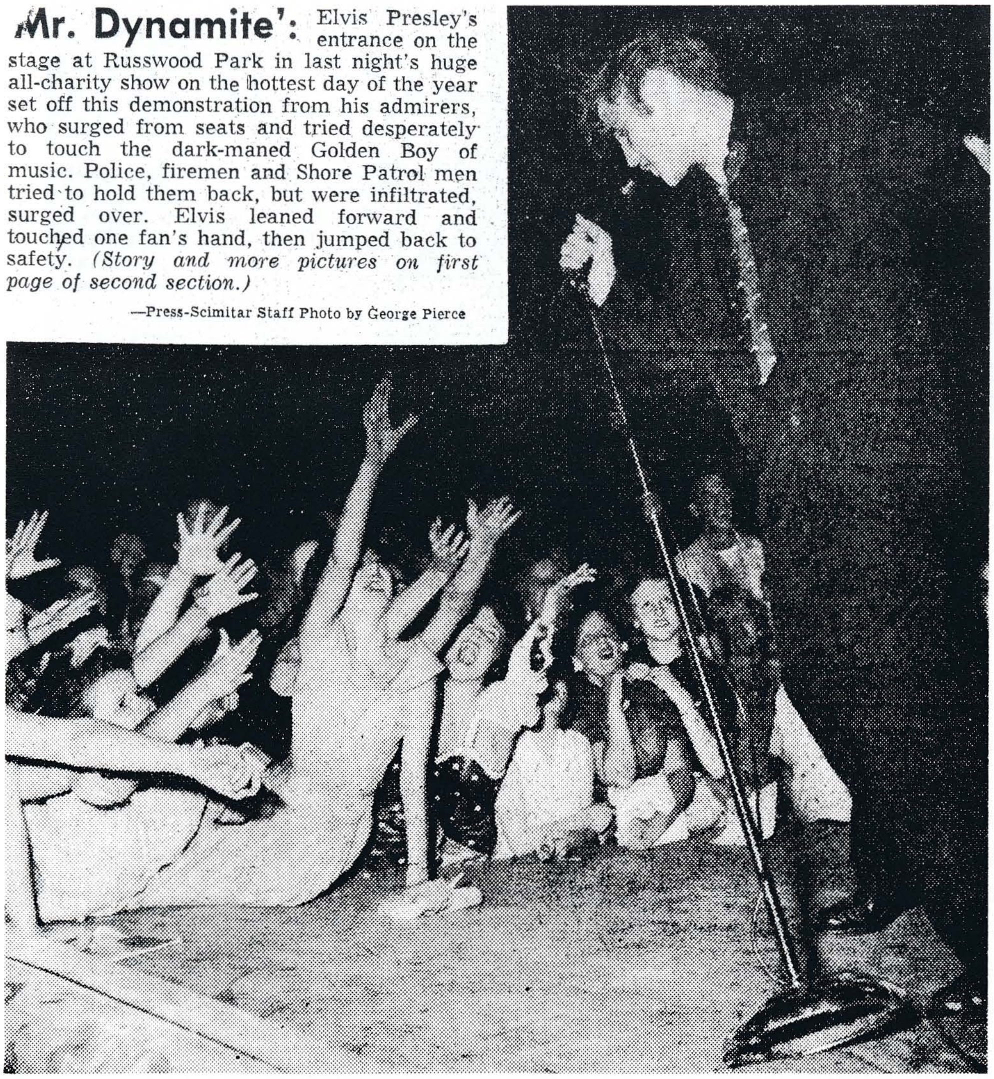
Others, Too

Not only was Elvis contributing his services, but also Bill Black, bass, and Scotty Moore, guitarist, Memphians also, who have been with him ever since his first record, along with D. J. Fontana, drummer, of Shreveport, who joined him a few months after he began his career.

To put icing on the cake, Col. Parker even arranged for the Jordonaires, the quartet which backs Elvis on records and also appeared with him on the Steve Allen Show and with Milton Berle, to fly in.

They arrived during the show, unannounced, as an added attraction.

Col. Parker and his staff flew in for the appearance, paid all their own expenses. In all, he said, the behind-the-scenes crew and the eight on stage totaled 18. They also contributed 5000 Elvis Presley souvenir booklets to be sold, with all profits going to the sponsoring charities.



'Mr. Dynamite': Elvis Presley's entrance on the stage at Russwood Park in last night's huge all-charity show on the hottest day of the year set off this demonstration from his admirers, who surged from seats and tried desperately to touch the dark-maned Golden Boy of music. Police, firemen and Shore Patrol men tried to hold them back, but were infiltrated, surged over. Elvis leaned forward and touched one fan's hand, then jumped back to safety. *(Story and more pictures on first page of second section.)*

—Press-Scimitar Staff Photo by George Pierce

Press Scimitar, July 5, 1956.

—Press-Scimitar Staff Photo

ENOUGH TO GO AROUND—Elvis Presley, who knows a lot of woman when he sees her, salutes Mrs. Helen Putnam, founder of Fat Girls Anonymous, now a night club entertainer. It happened during the short interval back stage at the Elvis Presley Jamboree Wednesday night, before the fans found out Elvis was there and began to make end runs around the stage to corner Elvis. He finally had to leave the park and return again just before his act.

A HAPPY YOUNG MAN was 17-year-old Roger Fakes, 219 Rose Road, a recent graduate of East High, as Elvis presented him with his $600 ring. "I've been wanting to meet him for a long time," said Roger. "I play guitar, too, and I wish I could break in . . ."

Car Besieged

Police Capt. Fred Woodward brought Elvis to Russwood in a white squad car about mid-way during the first act of the show, but fans out front heard. Elvis was there, began flanking around the squad car and besieged it. Capt. Woodward had to drive him out of the park again and return just before Elvis went on stage.

When Elvis finally went on stage, pandemonium broke out. His fans broke from their seats, swept like a wave up to the stage, despite efforts of police, firemen and Shore Patrolmen.

Elvis pleaded with them as pleasantly as he could to sit down, but it was like Canute telling the tide to stop. It made it difficult for many in back to see. Conditions were rough, but Elvis went to work, rocked 'em, socked 'em, set them screaming with delight as his sensational, individualistic song style throbbed out over the frenzied stadium — "Heartbreak Hotel," "I Want You, I Need You," "I Was the One," "Blue Suede Shoes," "Long Tall Sally," and his newest hit, "You Ain't Nothin' But a Hound Dog."

Showmanship

Wearing all black except for red tie and red socks, Elvis used every magnetic bit of showmanship to give the crowd what it wanted.

Elvis joked about his recent appearance on the Steve Allen Show, when he had to restrain some of his wriggling, gave the crowd plenty of wriggles, but about half-way between the "old" Elvis and the "new" Elvis.

What made last night's scene all the more remarkable was that he had previously played to a packed house at the Auditorium during the Cotton Carnival, less than two months ago.

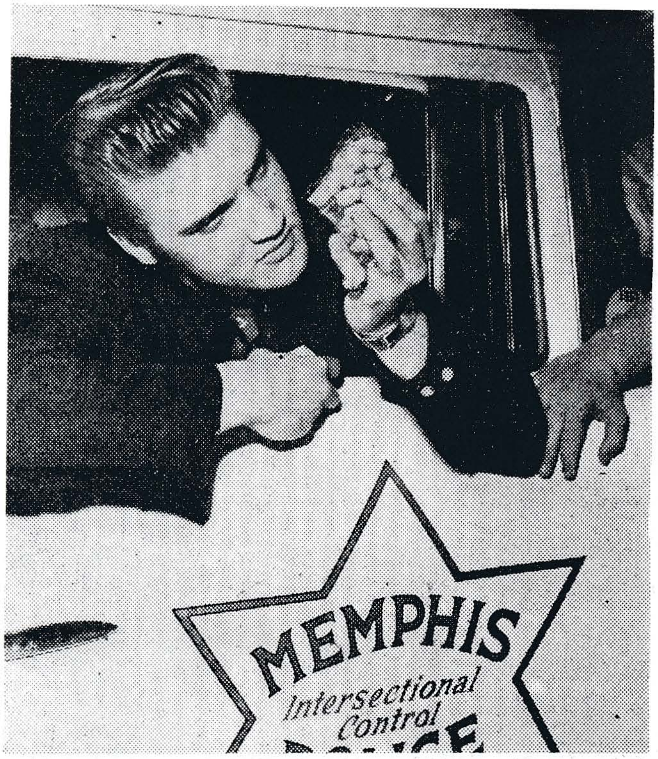
Private Bop Session

People were jammed up about the stage, standing on chairs at the back, and a group of youngsters off to one side had their own bop session going as he sang.

When it was time to go, he made a quick retreat thru a phalanx of police and Shore Patrolmen to a squad car backed right up to the stage. The excited fans rolled around the car like a wave. Two Shore Patrolmen and a policeman were picked up and carried back as tho they were feathers, but Capt. Woodward got him in the car all in one piece, and Elvis grinned as the car pushed thru the crowd.

Veteran showmen watching were amazed at the dynamic showmanship of the young Memphian. When he goes on it's like lightning striking.

Press Scimitar, July 5, 1956.



—Press-Scimitar Staff Photos by George Pierce

ELVIS SANG FOR PEANUTS—Here's what Elvis Presley, one of the highest paid entertainers in the country today, took home with him as payment for his appearance. Not only did he contribute his services, but he also gave away his personal ring, with his initials set with 14 diamonds. Elvis joked about the peanuts, but he also took away with him the warm pleasure of a homecoming reception such as few will ever experience, and the satisfaction of having given sensationally to two of Memphis' finest charities for children.

THREESOME—Mrs. Hank Williams, widow of the famed country music singer, gets a greeting from Elvis. Mrs. Williams drove down from Nashville to see Elvis in action. She is an old friend of Col. Tom Parker, Elvis' manager, and Oscar Davis, associated with the Parker organization. At right, Dewey Phillips of WHBQ, who played Elvis' first record on the air first and has supported him ever since. Phillips emceed the show.

Press Scimitar, July 5, 1956.

Outdid Sinatra

"I was with Tommy Dorsey the night Frank Sinatra set them off at the Paramount," said Denny Beckner, who was co-emcee with Dewey Phillips, "and it didn't compare to this."

A three-hour parade of the best available talent preceded Elvis.

Eddie Roecker, who stayed over in Memphis an extra day after his Shell concert in order to take part, thrilled the crowd with his big voice, had some fun singing a lively version of "I Need You Now."

"I'm wearing white suede shoes," he said. "I'm working up to the blue suede kind."

Chief Capwell and the Admiral's Band of Navy Memphis started the show off, and Dewey Phillips emceed. Dewey was, if he'll pardon the expression, cotton-pickin' cute. He did a grand job, worked like a Trojan, was especially good in his imitation of the "old" Elvis and the "new" Elvis.

Wink Martindale and Susie Bancroft with the Top Ten Dance Party was a very popular feature, and the youngsters bopped for all they were worth despite the 97-degree heat. They had the crowd clapping in time as they danced.

Careers Boosted

Two young singers, Lee Denson, guitarist and western ballad singer, and Jimmy Demopoulos, pop ballad singer, got a boost on careers of their own with fine performances.

The bands of Aaron Bluestein and Bob Morris backed up the entertainment, with dancing lines from the studios of Ethel McLaughlin, Jan Bischoff, Burney Lyons and the Charlotte Morgan Dixie Dolls.

Snooks Friedman sent out his entire Silver Slipper company, including shapely La Gitana, Nancy Long doing unsupported splits on a pedestal, Paul Carlton and Larry Ward's orchestra.

Other talent included the barbershop champs, the Confederates; Betty Heinz, the Berl Olswanger Trio, Cecil Brown, Helen Putnam of Fat Girls Anonymous and others.

The show was too long—we know that now—and the crowd began to get impatient for Elvis toward the end. But everyone wanted to help put this show over. Memphis Federation of Musicians co-operated 100 per cent.

Prior to the show police deputies served a warrant, sworn out by Scotty´s former wife, Mrs. Mary Moore Cortez of Ephrata, Wa., on Scotty for being overdue $240 in child support. A court ruling said that Scotty was to pay $80 a month for support of their two children. Sessions Judge Harris set July 26 for a hearing and set bond at $500. Scotty made the bond and was freed. His attorney, Grover McCormick, said the $240 would be paid at once and clear Scotty of any charges before the court hearing.

Barbara Hearn, who accompanied Elvis to his show, wasn't the only girl Elvis dated. During the next couple of days he kept steady company with June Juanico who had come to Memphis to visit him. They had met a year earlier when Elvis played the Slavonian Lodge in her hometown of Biloxi, Ms.

A record survey by a London newspaper showed that "*Heartbreak Hotel*" was the second most popular record in England and "*Blue Suede Shoes*" was the tenth most popular one.

On Monday, July 9, a white spitz belonging to Elvis' mother was picked up by officials from the Humane Shelter after the dog bit 13-year-old Paul Wagner Jr on the stomach while he was playing near the Presley's swimming pool. The dog had to stay at the shelter for ten days under observation for rabies. Later the same day Elvis wheeled off for Biloxi, Ms. in his brand-new ivory-coloured 1956 Cadillac Eldorado convertible. During a quick stop in Jackson, Ms. Elvis said that he was on his way to Daytona Beach, Fl. on a vacation trip. (He probably said so because he wanted a little privacy on his Biloxi vacation). He also said that he most certainly was not changing his style just because he appeared on a network tv program wearing a tux. "Rock and roll and a tux don't go together," he said.

On Tuesday afternoon, July 10, Biloxi *Daily Herald* staff writer Sherry Shepherd met Elvis at the Sun-N-Sand Motel and thought it was time someone said a nice word or two in favour of him. Asked whether the recent write ups had disturbed him, Elvis said that they had very much but what could he do. "Most of the people who have written articles denouncing my style, have never actually seen me except on television," he stressed "and this big blow up about my biting a girl reporters finger was just ridiculous. I did just the same as any other guy would do," he protested. "I took this girl out to lunch and she laid her hand over my nose. All I did was to playfully nip her hand. Don't all guys sometime nip their girl friend on the ear or the arm?" he inquired. "My mother was real upset when she read those reports." Elvis said he arrived in Biloxi Monday night and planned to leave Tuesday evening en route for Florida where he would spend a month's vacation. After that he said he would do a tour of the major cities in Florida doing shows in auditoriums. He emphatically said he wouldn't work night-clubs. "People don't seem to appreciate you as much there as in concert halls." he said. He planned to do a movie in the near future as soon as a script being specially written for him by Paramount was complete. "It will be a straight drama, with no singing. I get enough of that," he laughed. He also mentioned that he had just made a record of "*Hound Dog*," which should shortly be on the market. In the early evening as Elvis and June Juanico were cruising around Biloxi listening to the radio in his big white 1956 Cadillac Eldorado with jetflame fins and gold trim instead of chrome, the announcer said that June and Elvis were engaged so Elvis decided they go to New Orleans to straighten the man out. Along with Junior Smith, Red West, Arthur Hooten and June's friends Patsy Napier and Patty Welsh they arrived at the St. Charles Hotel, where the WNOE radio station was located.

Hal: Ladies and gentlemen, you have no doubt heard that we've had comments from June Juanico down in Biloxi concerning her ahh, purported engagement to Elvis Presley and we understand that as of this morning why they're not engaged nor is Elvis Presley engaged to anybody and we were shocked a few minutes ago by the man himself, the man of the hour, walking into the studio. Here he is, Elvis Presley.
Elvis: Hallo!
Hal: Elvis, how are you?
Elvis: Fine! How are you, Sir?
Hal: Wonderful! When ahh, when did you come into town?
Elvis: Ahh well, I just came in a few minutes ago.
Hal: You drove up from?
Elvis: Few minutes ago (laughs). Ahh yeah, I was in Biloxi and I, and I heard on the radio that I was supposed to be engaged to somebody, so I came in to see to whom I was supposed to be engaged.
Hal: Well, just what is the story? Are you engaged to anybody?
Elvis: No, I'm not. The girl they're talking about, June Juanico, I've been dating a couple of times but I mean, you know!
Hal: Are you...
Elvis: We're not engaged.
Hal: Are you serious about anybody?
Elvis: No. I'm not.
Hal: Just serious about the music business?
Elvis: I'm serious about my career right now, that's right.
Hal: Well, your career has been meteoric, it has been fantastic and I know down here, as you probably know yourself, there are hundreds of thousands of your fans and they're all probably wondering about your new releases and what your plans are for the immediate future.
Elvis: Well, I ahh, I, I don't know when my new release will be out, you know, my last one "*I Want You, I Need You, I Love You*" is doing okay.
Hal: That is the biggest understatement of the year Elvis. This is one of the biggest smash hits in America today.
Elvis: (Laughs) Well, it's doing o.., I'd say it's doing okay, (laughs) and ahh, my next one will probably be ahh "*Hound Dog.*" The one I've been doing on television and live.
Hal: Well, there has been a lot of people asking about it.
Elvis: Yeah, we've had a lot of requests, RCA Victor had a lot

of orders, you know, wanting the record, and I haven't even made it yet.

Hal: Elvis, ahh, where is your hometown?

Elvis: Mem, Mem, Memphis.

Hal: When was the last time you were back in Memphis?

Elvis: I had to swallow my chewing gum (everybody laughs). Ahh well, I was in Memphis ahh, yesterday.

Hal: Can you, in your own words Elvis, tell us why you think you are the big success that you are? Is there any one or two things you can point out?

Elvis: Ahh no, I don't, I can't think of anything...

Hal: Aha!

Elvis: Specific. Just, I mean ahh, the great backing I've had and, and the people and my ahh manager and my assistents and all that sort of stuff. They've really done a wonderful job and my ahh Milton Berle, Steve Allen, The Dorsey Brothers and all of them. They've really helped. RCA Victor, everybody has just been really ahh, really helping me out, you know.

Hal: Ahh wonderful. How old are you Elvis?

Elvis: 21.

Hal: And do you have ahh, what, what age do you think might be the best for you to get married?

Elvis: Ahh well, I never thought much about it. I, in fact I have never thought about marriage. I've never even thought about it. Ahh, I'll say this much. I'm not thinking of it right now but ahh if I would decide to get married, you know ahh it wouldn't be a secret. I mean, I would have let you know it, but I have no plans for marriage. I have no specific loves and I'm not engaged and I'm not going steady with nobody or nothing like that.

Hal: Who had this whole thing started out last night? We got ahh...

Elvis: Well I, I, I don't (laughs) I, I. Excuse me for interrupting, but I don't know how it gets started, but everywhere I go, I mean ahh I'm either engaged or married, I've got four kids or something like that.

Hal: But you're not?

Elvis: No, I´m not.

Hal: You're as free as the breeze?

Elvis: That's right. I mean, it's just ahh, I don't know how they get started. I guess they get started about everybody.

Hal: Well Elvis, thank you so very much for spen..., taking your important time to come down here to WNO...

Elvis: Well, my time is not important right now. I'm on vacation, so...

Hal: Ohh wonderful. How long will you be on vacation?

Elvis: About a month. I'm off for about three more weeks.

Hal: Where do you expect to go?

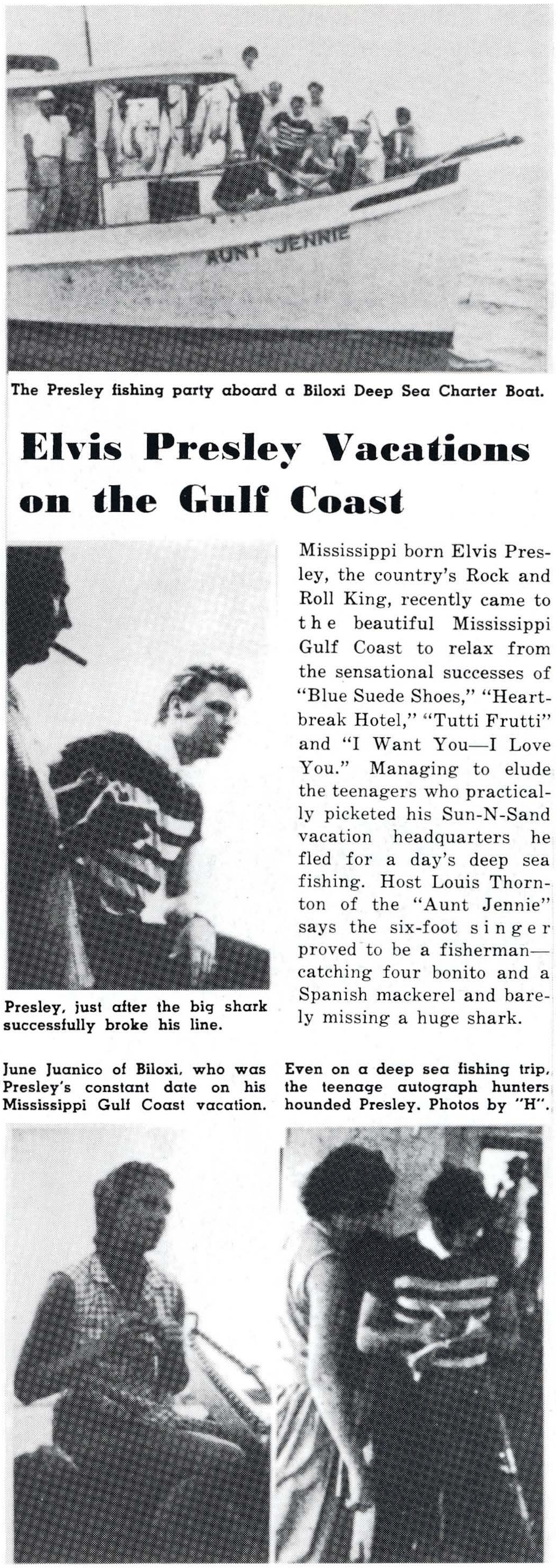
Elvis: Ahh, I plan to go to Florida, probably Miami.
Hal: Aha!
Elvis: But ahh, and then I, I, I. When I go back on a tour, I'll open up in Florida, I think Tampa. I'm not sure, Tampa.
Hal: Well, you probably won't have too much of a, of a vacation because of the tremendous amount of kids that'll be down there, and fans will be seeking you.
Elvis: Well, I don't mind. Without them I'd be ahh, I'd be lost.
Hal: Well Elvis, thank you so very much again and we wish you lots and lots of good luck in your continued meteoric rise to stardom which has been so phenomenal during the past couple of months and ahh, again, many, many thanks from all of us here at WNOE.
Elvis: Thank you very much. I've enjoyed talking to you and ahh, I hope that we ahh, ahh, got a little rumour cleared up, because it's just a rumour and nothing more. If, if it was someone I wouldn't care for telling anybody. I wouldn't be ashamed of it.
Hal: Why don't you say it just one more time so people still don't get the wrong idea?
Elvis: Ahh, ahh, ahh (laughs) I'm not engaged if that's what I was supposed to be.
Hal: Okay Elvis, thanks a million.
Elvis: Thank you.

Then Elvis and his party left the radio station and headed for Pontchartrain Beach Amusement Park, where Elvis won just about every kind of cupie doll at the throwing games and stuff. Elvis also won over just about every girl on the midway and they followed him around and pulled at him until the manager of the amusement park finally took the whole party to the Terrace for dinner and had to hold off the girls so Elvis could get something to eat. At the beach later in the night they met a real charming girl, Gayle Higgins, who invited them out to her house for a visit and after that they headed back for Biloxi where they arrived at about 3:45 a.m.

The following day, Wednesday, July 11, Elvis moved out of the Sun-N-Sand Motel and was put up at Eddie Bellman's house on Porter Avenue. Elvis was driven in Bellman's car and went to take a nap as soon as he entered the house. His Cadillac was driven over to Bellman´s house by one of the members of Elvis´ group and although it was locked away in a garage fans soon found out where Elvis was hiding.

On Thursday, July 12, Elvis had to move once again. This time he checked into the Gulf Hills Dude Ranch in nearby Ocean Springs. Here he would have a little more privacy, but not much. Whenever Elvis was out driving with his Biloxi-girlfriend, June Juanico, in his shiny white Cadillac Eldorado convertible, he started to sing songs like "*Unchained Melody*" and "*Que Sera, Sera.*" He would occasionally interrupt his own singing and cuss at the other drivers who blinded him with their headlights.

On Thursday morning Elvis, attired in black pants, pink and black t-shirt and a white scarf tied casually around his neck, went on a deep sea fishing trip on the *"Aunt Jennie"* with Arthur Hooten, Red West, Junior Smith, June Juanico and her mother May, Patsy Napier, Patty Welsh, Charlie Davis, Bill Jordan, Captain Louis Thornton and Eddie Bellman. They had a very enjoyable and successful trip with beautiful weather. Before leaving Bellman asked Elvis what they would like to drink. Elvis said all that he and his friends wanted were soft drinks. Believe it or not, they didn't even have one single can of beer on the boat. Since Elvis didn't want anything but soft drinks, they would do likewise. Elvis had the biggest fish of the day on his line but it got away - he wound up catching a Spanish mackerel. As usual word had leaked out and on their way back they were met by another boat loaded with the press. The boat pulled up alongside the "*Aunt Jennie*" and before anybody realized what had happened Tex Hamill of *Down South* magazine, Herb Langston, Mobile TV Channel 5 and Kay Freeman, *Daily Herald* staff writer had jumped aboard. Elvis complained about his beet-red sunburn and didn't want to pose for pictures. He discreetly tried to dodge cameras - but to no avail. Asked, by Kay Freeman, when he expected to go to Florida, Elvis said: "Say, aren't you



The Presley fishing party aboard a Biloxi Deep Sea Charter Boat.

Elvis Presley Vacations on the Gulf Coast

Mississippi born Elvis Presley, the country's Rock and Roll King, recently came to the beautiful Mississippi Gulf Coast to relax from the sensational successes of "Blue Suede Shoes," "Heartbreak Hotel," "Tutti Frutti" and "I Want You—I Love You." Managing to elude the teenagers who practically picketed his Sun-N-Sand vacation headquarters he fled for a day's deep sea fishing. Host Louis Thornton of the "Aunt Jennie" says the six-foot singer proved to be a fisherman—catching four bonito and a Spanish mackerel and barely missing a huge shark.

Presley, just after the big shark successfully broke his line.

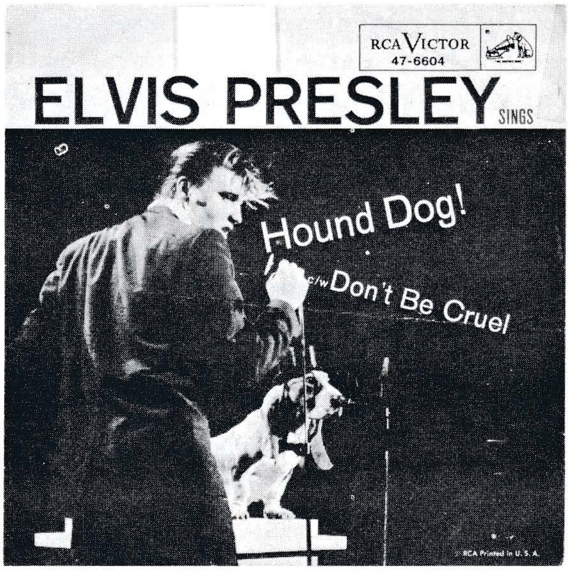
June Juanico of Biloxi, who was Presley's constant date on his Mississippi Gulf Coast vacation.

Even on a deep sea fishing trip, the teenage autograph hunters hounded Presley. Photos by "H".

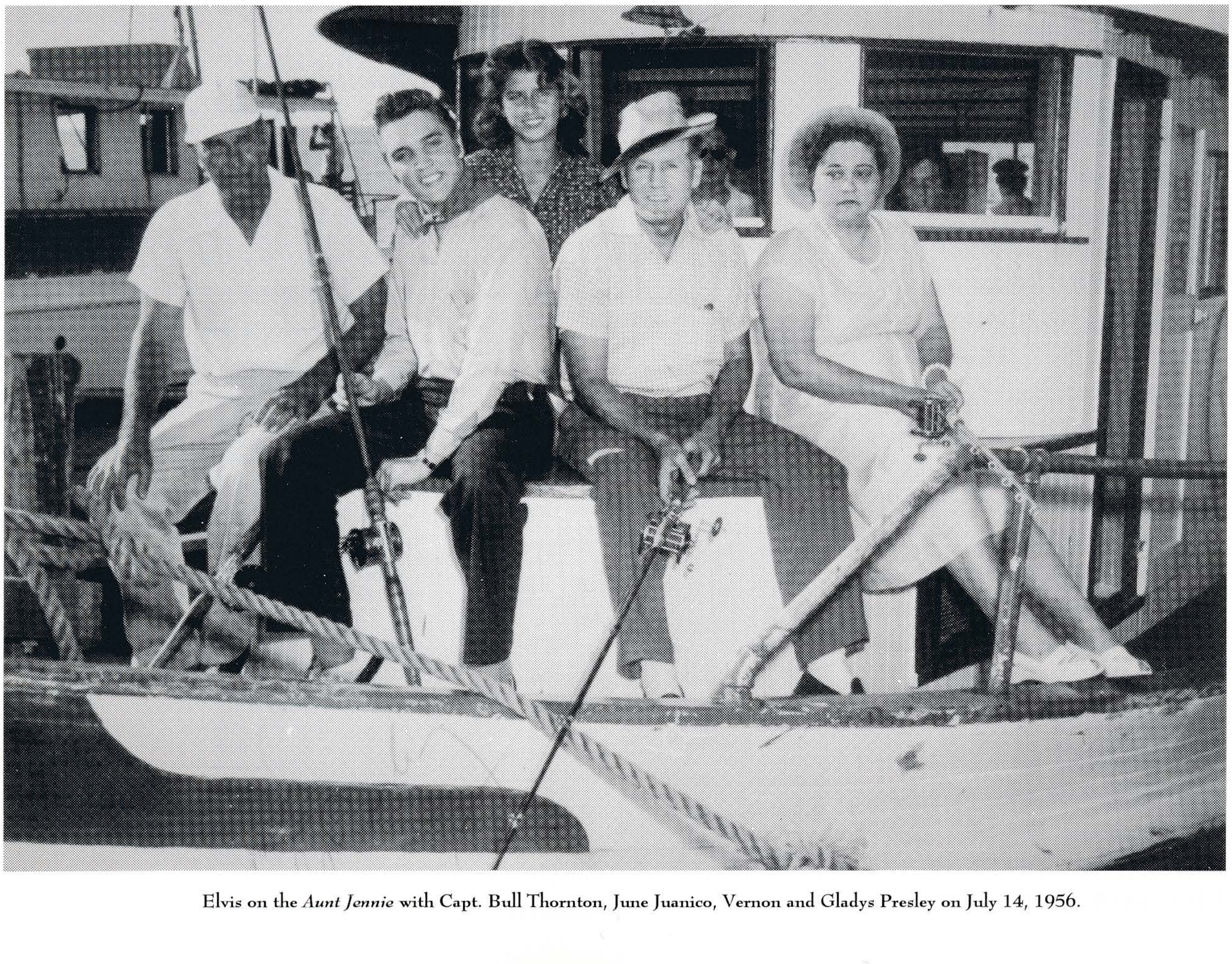
Down South, July/August, 1956

scared I might bite your finger? When do I expect to leave? Well, if this keeps up probably tonight." In order to avoid the fans waiting for him, the "*Aunt Jennie*" made a quick run to the Victory Packing Company, where Elvis made a dash for his Cadillac. Some enterprising teenagers who had followed the route of the boat were lying in wait for him and about 50 young people pressed him for autographs.

RCA-Victor rush-released the single "*Hound Dog*"/"*Don't Be Cruel*" on July 13. "*Hound Dog*" entered the TOP 100 on July 25 at position 24, peaked at number 2 for two weeks and had a run of 28 weeks. On July 31, just 18 days after its release, it was reported that "*Hound Dog*" had turned gold. "*Don't Be Cruel*" entered the TOP 100 on August 1 at position 28. It peaked at number 1 five weeks later and held this position for seven weeks. The song stayed for 27 weeks and by September 5 it was reported that it had awarded Elvis with another gold record.



"*Hound Dog*"/"*Don't Be Cruel*" released on July 13, 1956

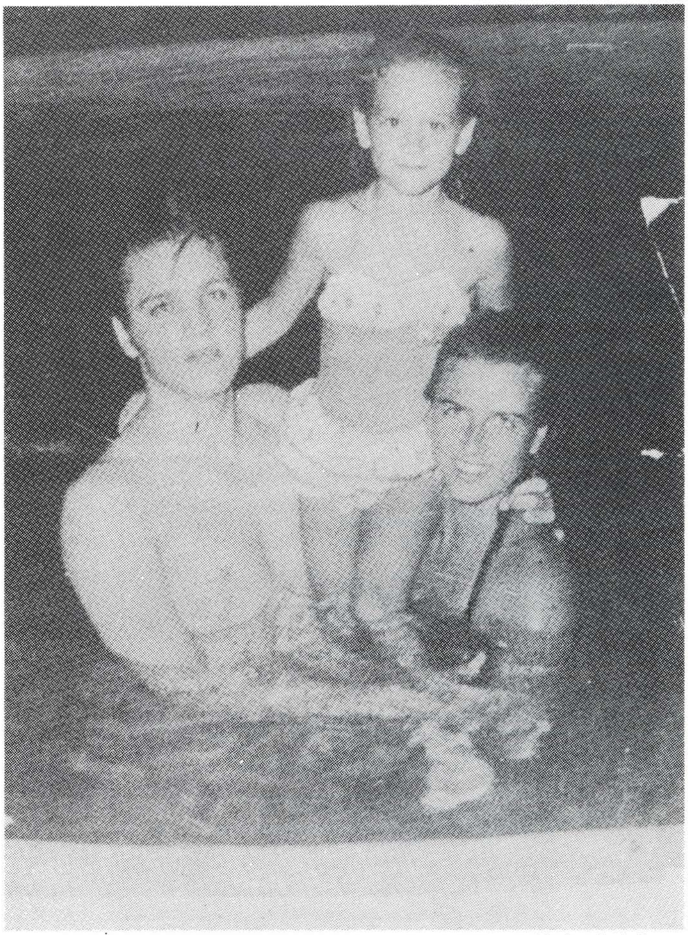


Elvis on the *Aunt Jennie* with Capt. Bull Thornton, June Juanico, Vernon and Gladys Presley on July 14, 1956.

Arriving back at the Gulf Hills Dude Ranch Elvis immediately called his parents in Memphis and asked them to come down and spend some days with him at the resort. They arrived on Saturday, July 14 in the pink and white Cadillac Fleetwood sedan and went on a deep sea fishing trip with Elvis and friends.

While on vacation at the Gulf Coast, Ed Sullivan, CBS' King of Sunday night television, signed up Elvis for three appearances at a reported $50,000. Ed Sullivan had said earlier that he would never have Elvis on his program, but as NBC won the rating battle on July 1 with Elvis participating in the *Steve Allen Show*, Sullivan changed his mind and after viewing some kinescopes of CBS-TV's *Stage Show* as well as Elvis´ screen tests he signed Elvis for three appearances.

Elvis also spent some time waterskiing and with his black shirt on he must have been a peculiar sight to see in the hot July afternoon. The reason he was wearing his shirt was because of his sunburn. Elvis simply was not used to the sun and the salty water. Another amusement was to drive out in the woods and shoot target with a rifle. A great deal of time was spent in the pool at the Gulf Hills Dude Ranch where Elvis entertained some of the other guests.



With untold hundreds of young ladies in their early twenties and middle and late "teens" literally screaming for the opportunity to be near him, most of them without any degree of success whatsoever, rock and roll singer Elvis Presley calmly went about his business each day at a private swimming pool near Biloxi.

It was during a vacation at the Sun'n Sand Seaside Motel there a few weeks back when young Presley, born and reared in East Tupelo and a resident of Tupelo proper before moving to Memphis some eight years ago, managed to elude feminine admirers from one end of the Coast to the other by secluding himself in the motel's private pool.

Secluded, that is, except for the presence of his Biloxi girl friend, Miss Juanico, and a few close friends.

Among these close friends, meanwhile, were Mr. and Mrs. R.B. (Nubbin) Kirksey of Tupelo and their eight-year old daughter, Annalyn.

The Kirkseys were also vacationing at the Sun 'n Sand at the time and enjoyed several long chats with Elvis about his early boyhood around Tupelo.

As for Annalyn, on the other hand, this little Tupelo girl succeeded at various times in "stealing the show" from Miss Juanico while swimming with the two in the private pool each day and while posing with the rock 'n roller for numerous snapshots.

It was Annalyn's papa "Nubbin" who took the snapshots and who had more fun than did any of the numerous admirers.

Mr. Kirksey formed what might be called a "Reception Committee of One" for those young feminine fans seeking to "Crush the gate", for just one glimpse of the fellow who turned "Heartbreak Hotel" into a world-famed international institution.

And, needless to say, this same "Nubbin" Kirksey made most of the opportunity at hand.

For him it was a field day – because they came down by the hundreds – those blondes, brunettes, redheads and brownets from Biloxi, Gulfport, Pass Christian, Moss Point, Pascagoula and Ocean Springs – and always they came face to face with a stone wall.

Usually around to kid them a bit about Elvis was "Nubbin," who each morning, afternoon and evening told them "he's all tied up today but come back tomorrow and maybe you can see him."

And back they'd come in increasing numbers, but see Elvis they didn't. They did find his automobile, tho, and wrote love notes and their own autographs with using their lipsticks for a paint brush, on doors, windows, and windshield, and tried without success to reach him by telephone.

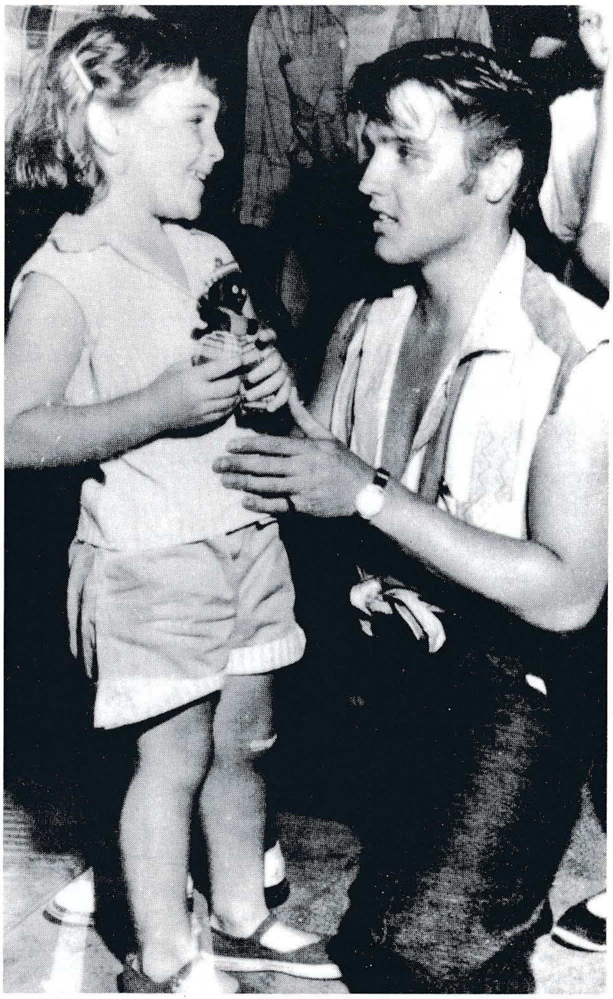
They found "Nubbin," too, each day and each gal clamoring for an opportunity just to see Elvis.

Offhand, it looked like Mr. Kirksey was more popular than any celebrity up and down coast—

Excepting, of course, Mr. Presley, who's coming back to Tupelo next month for an appearance at the Fair and who says he hopes he doesn't lose that mean left leg of his before he gets here.

Tupelo-Lee County Tribune, August 9, 1956.

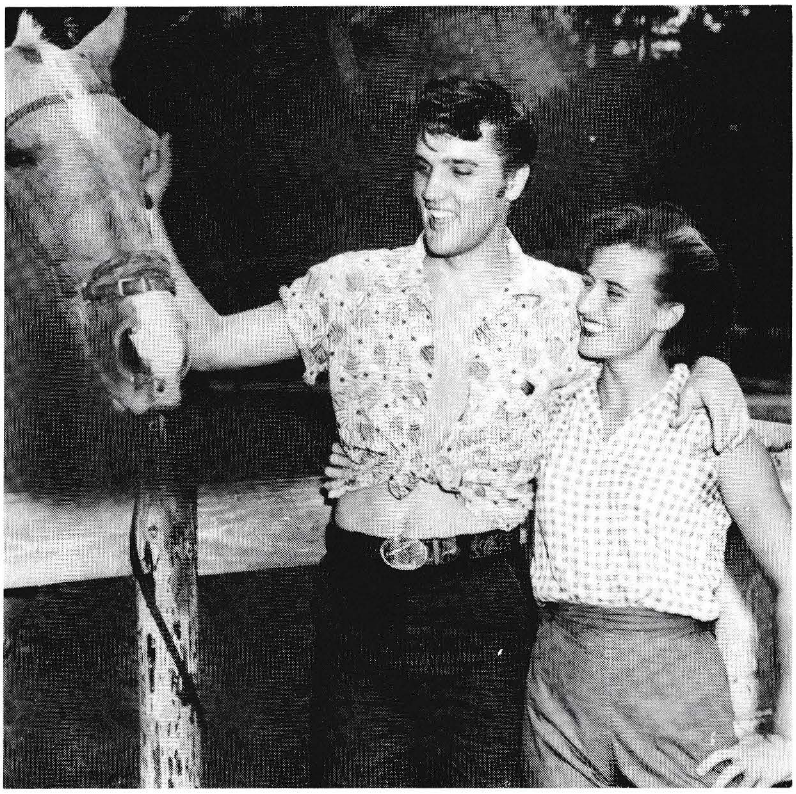
On Monday, July 16, Elvis and his party returned to New Orleans along with Elvis parents. Elvis gave another interview to radio station WNOE. Among other things, he mentioned that he had met Gene Vincent the previous week at a train station in New York as Elvis was going from New York to Memphis (Must have been on July 3). Elvis ended the interview by saying: "I enjoy rock and roll, lots of people like it, lots of people don't, but ahh as long as it lasts, as long as it sells, I'll continue doing it. As long as that´s what the people want and if they change, if it dies out I'll try to do something else, and if that doesn't work, I'll just say "Well, I've had my day." Again they went out to Pontchartrain Beach Amusement Park and Elvis tried out his luck once again at winning prizes at the midway. Elvis, attired in a sleeveless green and purple striped shirt knotted at his waist, gave admirers a thrill when he handed out trophies he had won to several persons in the crowd. Elvis also took time out from his usual run of teenage admirers to talk with 5-year old Robin, daughter of Mr. and Mrs. Harold Sher of Miami Beach, Fl., who were on vacation in New Orleans.



Elvis at Pontchartrain Beach with Robin Sher on July 16.

Someone else who met Elvis during his vacation in Biloxi/Ocean Springs was Louis Saucier Jr. The story goes that Louis and some high school buddies were driving around in Ocean Springs one afternoon in the Gulf Hills subdivision when they noticed Elvis who was sitting on a cottage's front stoop. They stopped their car and found that Elvis was just sitting there all by himself. He said, "You boys want to have some fun?" Then he presumably went to his pink and white Cadillac, opened up the trunk and he must have had a dozen BB guns in there. He took out some 45 records and threw them up in the air while they shot at them. It is a fact that Elvis did some target shooting while on vacation, but that was out in the woods.

Another day was spent on horseback. The only rider among the party was Jerry Holmes, who led the string of horses through all the different paces, with the rest clinging to the saddle horn. Elvis, looking tall in the saddle, soon was out of the saddle as much as in it, when they started a trot. Further down the track there was a pause for breath (for the riders, not the horses) and Elvis commented "I'm telling you this varmint here is in complete control." He patted the horse's head and said, "Don't let me hurt your feelings, old boy. I have great faith in you." As they rode deeper into the enchanted land of tall pines Elvis began to sing "*Satisfied Mind.*" It was a real good sound; a lonesome, wailing sound, that carried deep into the woods.



Elvis and June Juanico with the horse Elvis rode during his Biloxi vacation in July 1956.

Elvis spent many a night at the local clubs taking in the acts. One night he showed up at Gus Stevens' Restaurant and Club to see emcee Dave Gardner and the Four Coins, who were playing at the club.

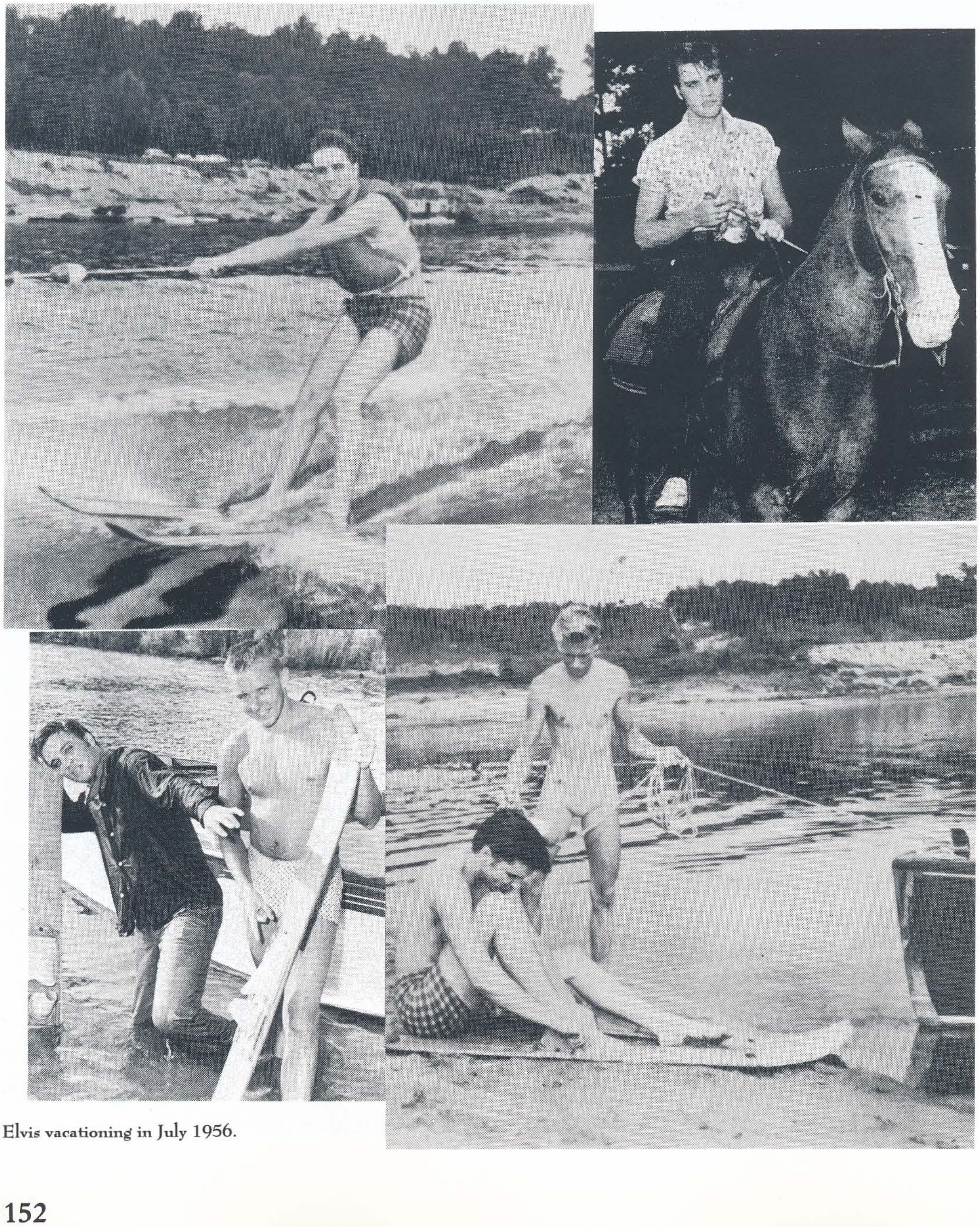
During my 4-week stay in the United States in October/November 1991, I was able to arrange a meeting with Eddie Bellman and was fortunate enough to get a chance to watch Bellman's private 8-mm footage from Elvis' vacation in Biloxi/Ocean Springs. Bellman owns about 20 minutes of beautiful footage of Elvis on their deep sea fishing trip, waterskiing and target shooting in beautiful colour. You can see a couple of minutes of this footage in the video "*Elvis in Hollywood.*"

On Friday, July 20, Elvis and his group of friends and parents stopped in Hattiesburg, Ms. to get something to eat on their way back home to Memphis. He was soon recognized and word spread fast. Elvis' Cadillacs were followed when they drove to a local radio station and a crowd gathered outside the building. Police were called to get him out and Elvis, with parents and friends, wasted no time in getting out of town. As soon as the fans discovered that all four of Elvis' Cadillacs (blue, ivory, yellow and pink) were back at 1034 Audubon Drive they started to gather in front of the house. *Press Scimitar* staff writer Martha Ann Kennedy came by and was admitted by Alberta, the maid. She talked with Elvis about his marriage plans and Elvis said that he would be crazy to get married now and that he liked to play the field. Elvis still believed that his first movie would be strictly dramatic, with no songs in it. He also said that Paramount would be sending a photographer to Memphis the follwoing week to shoot some pictures of him.

During the afternoon of July 21 Elvis headed for downtown Memphis in his yellow 1954 Cadillac Eldorado convertible. Arriving back to his house about an hour later he was driving a brand-new Lincoln Premiere. The car had a wisteria purple bottom and a white top. He had traded in his '54 Cadillac. "Just warying my interests," Elvis said. It might be remembered that he was due for his first appearance on the *Ed Sullivan Show* on September 9 and the show was sponsored by Lincoln.

The next day, Sunday, July 22, there was such a crowd of youngsters that one of the neighbours called the police to tell them to move on.

During the week Elvis went to see "*Somebody Up There Likes Me*," starring Paul Newman as Rocky Graziano at the Loew's State where Elvis once had been an usher. He also did some waterskiing at the McKellar Lake.



Elvis vacationing in July 1956.

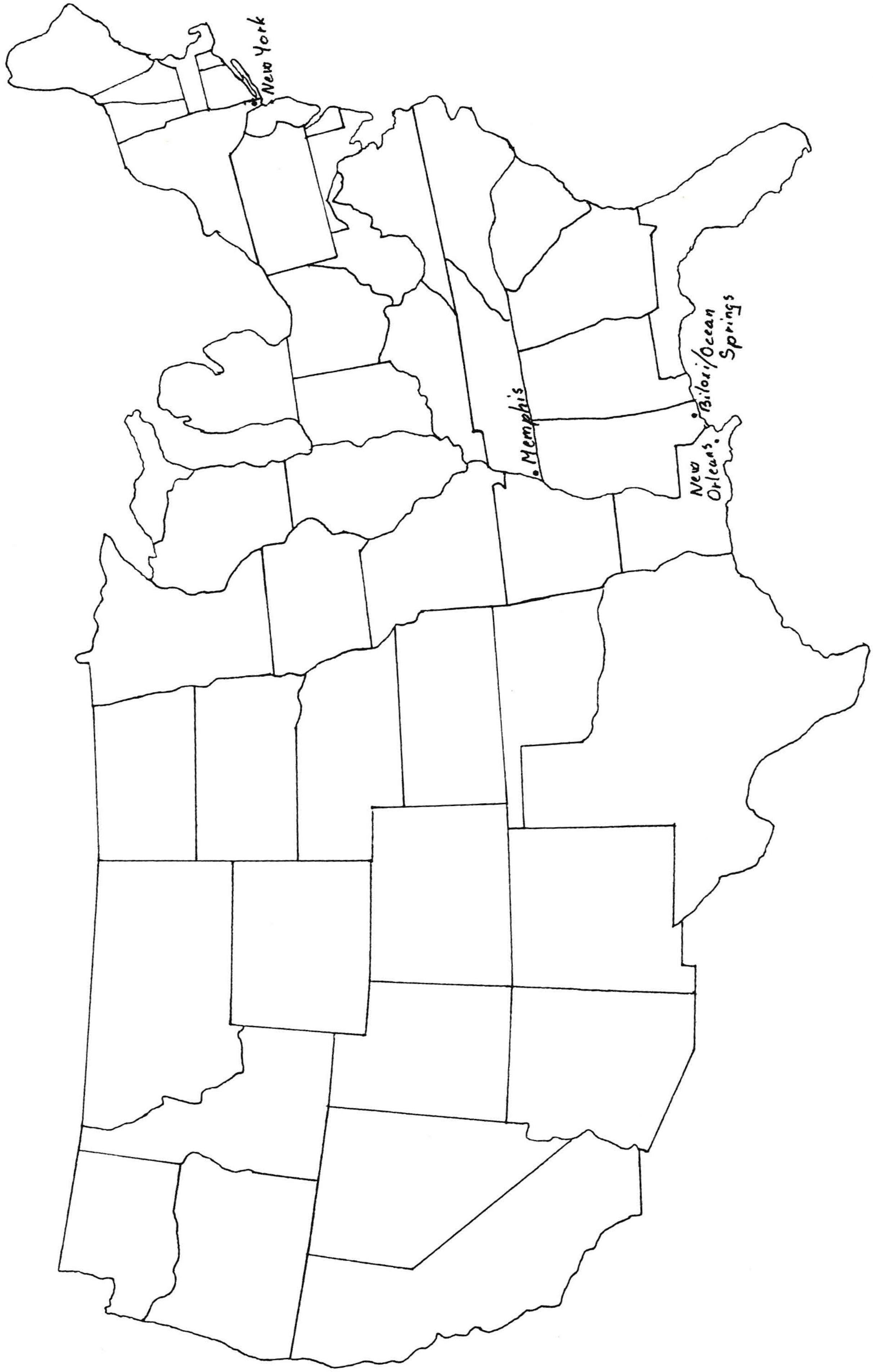
On Friday night, July 27, Elvis did a typically unexpected thing when he turned up at the Blackwood Brothers Gospel Singand sang the two songs "*Jesus Filled My Every Need*" and "*You'll Never Walk Alone*" with the Statesmen Quartet.

Elvis with the Statesmen Quartet at Ellis Auditorium on July 27, 1956.

On Sunday evening, July 29, Elvis left his Audubon Drive home in his new Lincoln. He said he couldn't get any rest at home so he picked up Red West, Junior Smith and Arthur Hooten and headed South once more. At about 1:30 a.m. Monday, police constable Charlie Ward spotted Elvis, who was drivingtoo fast, near Rawls Springs and arrested him after a 6-mile chase. Elvis was taken all the way to the jail before Ward decided to let him go. It was too late to wake up a justice of the peace or the jailer on a thing like that. Ward didn'tknow who he had arrested until his son, Charlie Jr, told him who it was. After Elvis was given a ticket he told constable Ward that "Even if I was Eisenhower I was still doing wrong." Arriving at Gulf Hills Dude Ranch around 2:30 in the morning Elvis immediately called June Juanico, who lost little time in putting in an appearance at the dude ranch.

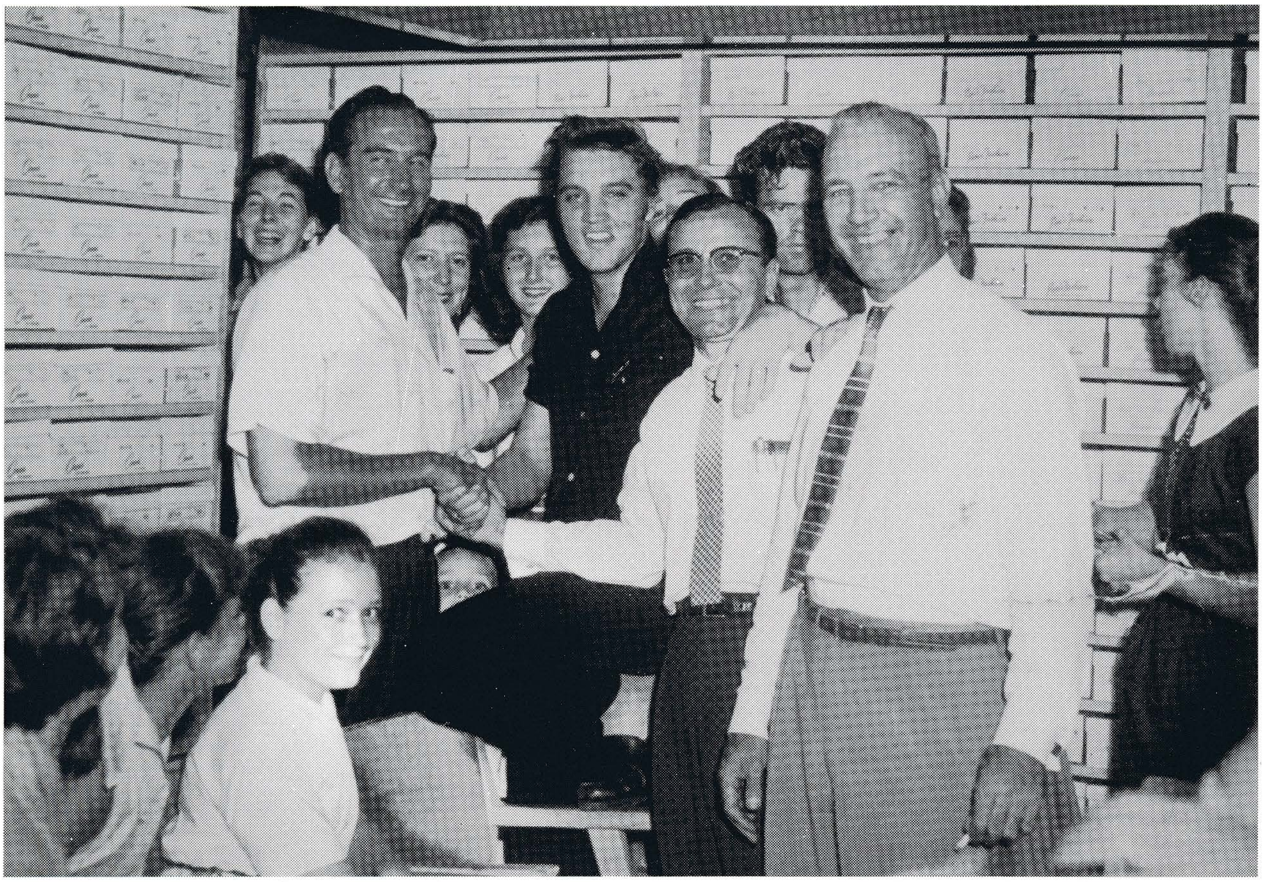
July 1956

1. s	Hudson Theater, Allen show	New York, N.Y.	8:00
2. m	RCA studio	New York, N.Y.	2:00- 9:00
3. t	En route		
4. w	Russwood Park	Memphis, Tn.	8:00
5. t		Memphis, Tn.	
6. f		Memphis, Tn.	
7. s		Memphis, Tn.	
8. s		Memphis, Tn.	
9. m	Arr. late at Sun'n'Sand	Biloxi, Ms.	
10. t	Pontchartrain Beach, WNOE	Biloxi, Ms.	
11. w	Gulf Hills Dude Ranch	Ocean Springs, Ms.	
12. t	"Aunt Jennie" boat ride	Ocean Springs, Ms.	
13. f		Ocean Springs, Ms.	
14. s	Gladys & Vernon arrived	Ocean Springs, Ms.	
15. s		Ocean Springs, Ms.	
16. m	Visits Pontchartrain Beach	Ocean Springs, Ms.	
17. t		Ocean Springs, Ms.	
18. w		Ocean Springs, Ms.	
19. t		Ocean Springs, Ms.	
20. f	Returns to	Memphis, Tn.	
21. s	Bought Lincoln Premier	Memphis, Tn.	
22. s		Memphis, Tn.	
23. m		Memphis, Tn.	
24. t		Memphis, Tn.	
25. w		Memphis, Tn.	
26. t		Memphis, Tn.	
27. f	Att.Blackwood Brs Concert	Memphis, Tn.	
28. s		Memphis, Tn.	
29. s	Left in the afternoon		
30. m	Hattiesburg-ticket, arr.early	Ocean Springs, Ms.	
31. t	Gulf Hills Dude Ranch	Ocean Springs, Ms.	


New York
Memphis
Biloxi/Ocean Springs
New Orleans

August 1956

On Wednesday afternoon, August 1, Elvis spent a large part of his time at David's store, a women's apparel store in downtown Biloxi. The shoe department was owned by Eddie Bellman and Lew Sonnier and Elvis greeted many customers. The crowd got so large that the store was full of people and they started stacking up on the outside. They stopped traffic and the police had to lock arms in front of the store to keep people from pushing through the windows. Elvis made sure to invite Bellman, June Juanico and others to his show in New Orleans on August 12.



Elvis shaking hands with Eddie Bellman (left) and Lew Sonnier on August 1, 1956

In Chattanooga, Tn. announcer Jim Small at radio station WDXB locked himself in a studio and played "*Hound Dog*" about 80 times before it "wore out." The owner-manager Steve French said he had sent for 15 more copies of the record.

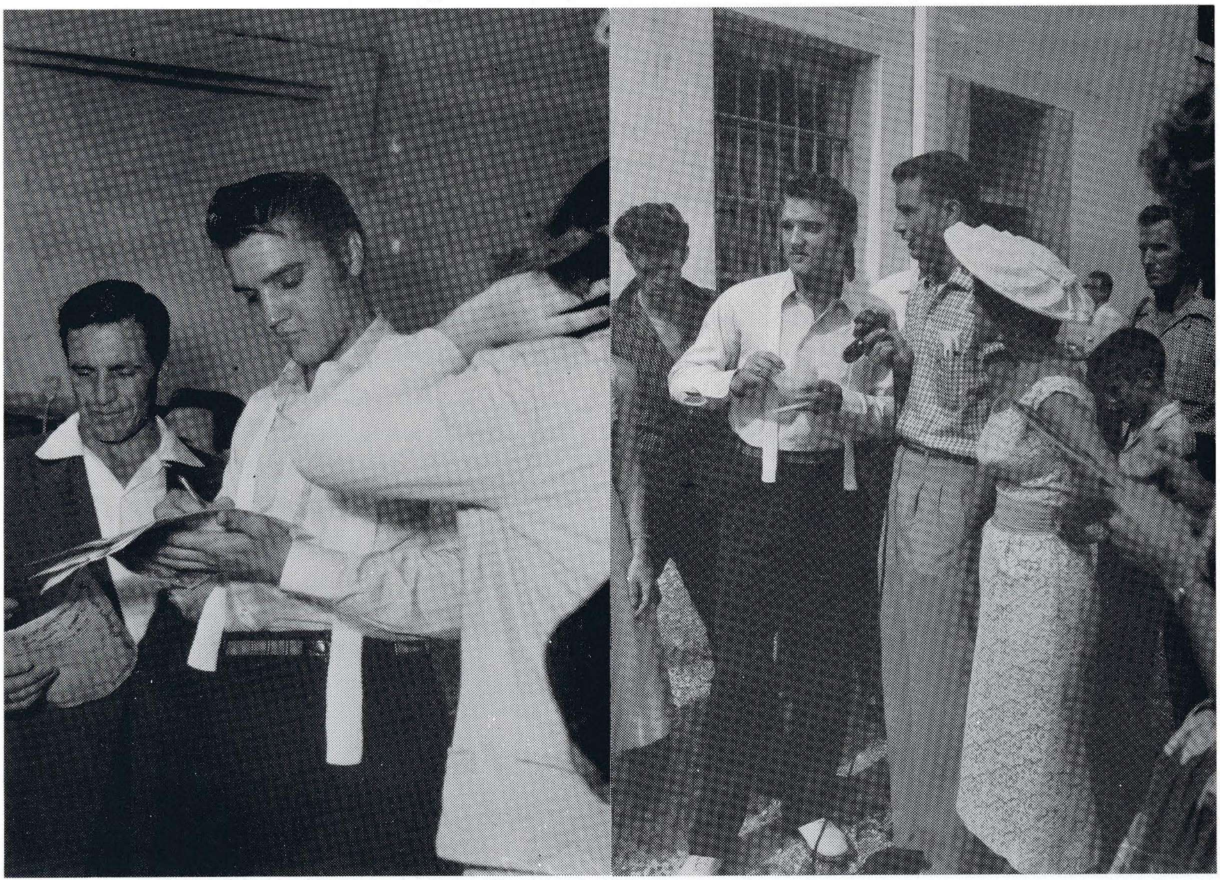
14-year-old Marion Weisbarth of Long Island, N.Y. ran away from home because her parents would not allow her to play Elvis' records. She ended up in Memphis in the hope of seing Elvis, but he was away in Biloxi. After a 13-state police alarm was sent out she was located at a hotel in Memphis and brought down to the station, where her father picked her up the following morning.

In Miami, Fl. throngs of teenagers began lining up at 4 a.m. on Friday morning, August 3, outside the Olympic Theater where Elvis was scheduled to start his two-day appearance at 3:30 p.m. This was Elvis' Miami debut and the seven performances he gave were seen by approximately 15,000 rock'n'rollers. At the first show Elvis was dressed in black pants, white shirt and tie and a pink coat. It was reported that his coat was snatched off him by a group of girls who stormed the stage at one of his Saturday performances and that Elvis threw a pair of trousers out of the window from his hotel room into the hands of screaming fans. During Elvis' two-day stay in Miami his fans got to his brand-new Lincoln Premiere and wrote endearing notes all over the car. Elvis turned the car in for an all white Continental Mark II at the local Lincoln Mercury store. The new car was in the $10.000 and over class and provided an added touch of distinction to the Presley driveway parked alongside his three remaining Cadillacs. After his final Miami show was over at about 10:30 p.m. Saturday night Elvis headed back to the Robert Clay Hotel where he was staying to pick up his luggage. Then he flopped wearily into his sleek new sedan and, amidst screaming and sighs, drove out of Miami en route to Tampa.

Elvis on stage in Miami, Fl., August 3, 1956.

Arriving in Tampa, Fl. early in the morning of Sunday, August 5, Elvis checked into the hotel, which he would occupy for a couple of nights, and went straight for the bed to get some much needed sleep. In the afternoon Elvis, dressed as sharp as a cat in black pegged pants, striped belt, blue shirt, white tie, maroon jacket and white buck shoes, picked up a broom and started sweeping out his dressing room for cigarette butts and then transformed the broom into a microphone, crooning "*Don't Be Cruel*" into the handle. He posed willingly for press photographers and answered questions fired at him without any hesitation. At the same time he had himself a snack lunch of peaches while the crowd pressed around. Outside the auditorium Elvis lifted the hood of his new Continental Mark II to display the engine to several onlookers and when asked how fast it could go, laughed "You mean how fast it can FLY?" Touching the

hood ornament fondly, he said "This thing cost $350." On the stage Elvis rocked and rolled his way through seven numbers, laughing, winking, pointing and wriggling in the well-known Presley manner. While the fans yelled, cried, pulled their hair, held their ears, jumped, clapped and laughed, Elvis displayed his terrific showmanship. It was obvious that he loved every minute of it.



Elvis with fans and reporters in Tampa, Fl. on August 5, 1956.

On Monday, August 6, Ed Sullivan, host of TV's *Ed Sullivan Show,* on which Elvis was to make his first appearance on September 9, was injured in an automobile accident near Seymour, Ct. He suffered several broken ribs and although it was first reported that he was well enough to appear on the coming Sunday's show, he remained hospitalized for several days. In the afternoon Elvis left Tampa in his Continental Mark II and drove to Lakeland, Fl. arriving at the Polk Theater 15 minutes before the start of his first performance at 3:30 p.m. He bustled right out of the car and inside. A *Lakeland Ledger* staff writer who was waiting to snap a picture of his

Elvis in Lakeland, Fl. on August 6, 1956.

arrival was flicked aside and told to come inside if she wanted to talk to him. Then he seemed sorry for his abrupt treatment and consented to pose on the steps for a picture. Elvis was on stage for the last 15 minutes on each of his two-hour programs. He lumbered from behind the curtain, wiped his mouth on the back of his hand and hitched up his trousers. Everybody screamed. Then he leaned back, grinned at the musicians and swayed. Everybody screamed again. By this time he was standing spraddle-legged, leaning on the microphone and wailing "*Welll, now, since my babee left me.*" Occasionally he would strum his guitar. The shrieking women never stopped, and the singing was not even audible on the first row at the first performance. A different public address system was demanded by his manager, Col. Tom Parker, for the other shows. The singing did not seem to be what the teenagers particularly were interested in, for every time the sultry sideburned singer would bump his hip, the frenzy would mount. Often he would shimmy without singing, without playing the guitar. Several times he clutched the curtain as he shook and once got down on his hands and knees, his long hair tossed in his face, and did his bumps toward the audience from that position. Immediately after his third, and final, performance was over Elvis headed back to his Tampa hotel where he was staying because he was to appear in nearby St. Petersburg the following day.

The first to line up for the St. Petersburg show, which wouldn't start until 3:30 p.m., set up housekeeping at 4:15 a.m. equipped with newspapers, cokes and an Elvis Presley fan book. Shortly before noon a half-hour downpour drenched the clothes but not the spirits of the fans in line. The doors were opened early to let the fans in from the rain. As Elvis entered the stage, garbed in black pants, kelly green jacket, white shirt, white tie and buck shoes, the crowd went wild. Teasing the audience with false starts, he finally broke into "*Heartbreak Hotel*" and followed with "*I Was The One.*" And then came trouble. First Elvis' microphone went dead and as soon as it had been fixed the Jordanaires found themselves unheard. Elvis went on with his show but made frantic motions of "help" to stage hands nearby. At one point he had to ask for more "cord" because "I can't stand still when I sing." Disgusted with the lack of results from his pleas for help, he jerked his guitar off and dashed it to the floor, and then, more free to go through his contortions, and with the mikes under control, he shimmied and shook with renditions of "*Hound Dog*," "*Don't Be Cruel*" and "*Long Tall Sally.*" He smiled, he winked, he squirmed and laughed and he had the audience in the palm of his guitarplucking hands. A wriggle of his thumb sent the audience into screams of sheer delight.

In Orlando, Fl. for two appearances on August 8, Elvis entered the stage in his bright green jacket, black trousers and white shoes singing such tunes as "*Heartbreak Hotel,*" "*Long Tall Sally*" and "*Hound Dog.*" Backstage in the Pelvis' dressing room, Elvis was relaxed and friendly, answering questions in his slow, southern drawl. During the interview Elvis revealed that he didn't know how long he'd stay on top in show business, he didn't consider his gyrations vulgar and didn't feel sexy on stage, that he only slept in his shorts and only kissed the girls upon special request.

Immediately after his second show in Orlando Elvis left for Daytona Beach, Fl. Upon his arrival he checked into the Copacabana Motel and went for the bed. Elvis was scheduled for one show on August 9 but due to the popular demand

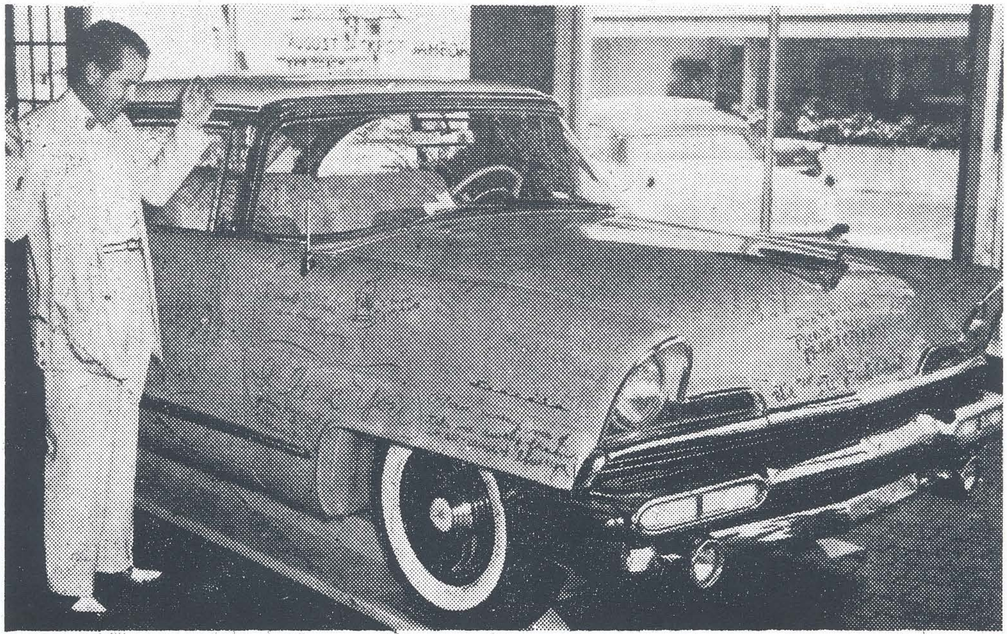
for tickets they had to add a second appearance. The police had been alerted for any possible riots. Patrolmen were stationed backstage and out front to avoid any trouble from the fans. The two shows at the Peabody Auditorium brought in the second largest turnout in the auditorium´s history. Each well calculated jerk of Elvis´ famous pelvis drew a scream of approval from the packed audience. He knew it would. He grinned before he started each convulsive movement and he laughed aloud at the audience afterward. Occasionally he stood still and sang gently. As the audience quieted he set his hips in movement again. He reached his peak in his last song, "*Hound Dog*." He peeled off his jacket, grabbed the microphone, made like a perpetual motion machine and ran from one side of the stage to the other. The shrieks became earsplitting as he dived on the knees toward the audience and came part way down the stage steps.

Also on August 9, "*Elvis Presley Speaks*," the story of the Memphis singer as told by Robert Johnson of the *Press Scimitar*, with photographs by Bob Williams of the *Commercial Appeal*, went on sale at Memphis newsstands. The Memphis shipment of 750 issues was too small and another 2,000 copies were ordered, but only 1,000 arrived. The initial printing of 300,000 copies had already been exhausted, and the publishers, Rave Publishing Co., were rushing another printing.

Elvis' two-day run in Jacksonville was next on the program and trouble waited for him here. American Guild Variety Artist's representative, Al Fast, had arrived from Daytona Beach with an ultimatum to Elvis. Either join the Guild or his band would be prevented from performing. Elvis was already a member of the Musicians' Union, but his controversial body movements and dance steps put him under the variety artists' jurisdiction. Membership was $300. Elvis accepted the membership. Another problem in Jacksonville was Juvenile Court Judge Marion W. Gooding, who, along with 2,200 screaming youngsters, watched Elvis rock and roll through the first of six appearances and then met with Elvis and warned him that if he didn't tone down his appearances in Jacksonville he would face court charges. Apparently, Elvis did slow down a bit, because the next day Gooding stated that Elvis had complied with the order, judging from reports from the later shows. Andrea June Stephens, whom Elvis had a date with in Atlanta in June, met Elvis once again, as she had won a contest where first prize was a date with Elvis. Pictures from this event, as well as from other dates on this tour are published in Ger Rijff's excellent books "*Florida Close-up*" and "*The Cool King*."

Elvis entertaining friends in Jacksonville, Fl. in August 1956.

Lipstick Notes on His New Lincoln



ELVIS' LAVENDER LINCOLN turned lipstick red when his Miami fans got to it during his Florida tour. Teen-agers wrote him endearing notes on the brand-new car, bought just a few weeks ago. But what to do about the lipstick notes is no longer Elvis' problem, but that of Lade Conlee, former Memphian who announced on WREC and WHBQ and who is now general manager of Miami Lincoln Mercury. Elvis turned the car in.

ELVIS' NEW CONTINENTAL—Elvis turned in the Lincoln premiere for a Continental Mark 2, the luxury car which is in the $10,000 and over class. Here Elvis writes out a check for his new car, while Mr. Conlee approves. Elvis' father, Vernon Presley, said Elvis got "a good deal" on the trade. The Presley driveway will now have an added touch of distinction, with the Continental parked alongside three Cadillacs. Mr. Presley said Elvis played New Orleans last night, was given a key to the city and a scroll with names of 6000 admirers. Elvis wants to come back to Memphis for a few days soon, but may have to go to Hollywood.

Press Scimitar, August 13, 1956.

Next, and last, stop on this tour was New Orleans, La., where Elvis almost filled the Municipal Auditorium, with a capacity of 10,000 on each of his two shows. Elvis was met at his hotel by June Juanico, whom he had dated during his July vacation on the Gulf Coast. Elvis was on stage for about 35 minutes on each show and delivered the same eight to ten songs he used to do. He was also presented with a key to the city and a scroll bearing more than 5,000 signatures of youthful New Orleanians who wished him luck. After the late show had ended Elvis headed for Biloxi, Ms. with June Juanico to spend the next day in her company.

On Tuesday, August 14, Elvis turned his new ivory-coloured Continental Mark II north and headed for Memphis. During a quick stop in Jackson, Ms., Elvis said he professed to being a Democrat but thought he would vote for President Eisenhover in November. Arriving back in Memphis Elvis took his new $10,000 Continental to a service station at Norris Road and S. Bellevue for a service. Elvis lounged about the front talking to youngsters who spied him. After the service had been completed Elvis headed home to spend some time with his folks.

On Thursday, August 16, Elvis caught a plane for Los Angeles, Ca. Prior to the flight he said he wasn't quite sure just what he would be doing immediately, or how long time he'd be gone, but that his picture plans would probably be discussed. He had heard they were going to put him in a story called "*The Lonesome Cowboy*," but he wasn't real sure of anything.

Elvis as he arrived at Los Angeles International Airport on August 16, 1956

Arriving in Hollywood Elvis checked into the Knickerbocker Hotel and headed for the 20 Century-Fox lot on Friday, August 17, to report to Buddy Adler for his first movie, called "*The Reno Brothers.*" According to the contract Elvis signed on April 6, he collected $100,000 for this movie. Paramount, with whom Elvis had signed the contract, didn't have any movie to offer Elvis, so he was lent out to 20th Century-Fox. Col. Parker said in an interview on August 20, that Elvis would probably make his first Paramount picture in December. He also mentioned that "*The Reno brothers*" would not be primarily a musical, but that Elvis would sing two songs.

Back in Tupelo, Ms. Page's grocery had placed an advertisement in the *Journal* on Thursday morning, August 16, offering a free copy of Elvis' "*Hound Dog*" to any purchaser of $10 worth of merchandise desiring the record during the last three days of the week. Before close of business Saturday night he had cleaned out the local supply of "*Hound Dog*" as well as the Memphis wholesale supply. The advertisement gave him the biggest three day business he had ever had in the history of the store. Also in Tupelo, requests for tickets and information concerning Elvis' personal appearances at the Mississippi-Alabama Fair and Dairy Show on September 26 started pouring in. Tickets for the two shows would go on sale on September 1 and seats for 10,000 persons would be provided by the two grandstands, the bleachers and by adding 2,500 chairs in front of the stands. A Memphis businessman was entertained in the home of Danny Thomas and all conversation was about Elvis. Abe Lastfogel, chief of William Morris Agency, said Elvis' screen test was one of the best he had ever seen. In Las Vegas Robert Merril did an Elvis imitation at the Sands and Gordon MacRae imitated Elvis at the Desert Inn while Dorothy Collins was dittoing at the Flamingo.

On Saturday afternoon, August 18, Elvis was photographed by award winning photographer, Ed Braslaff. Braslaff shot some great photopraphs of Elvis in the gift shop of the hotel, in Elvis' room at the Knickerbocker Hotel as well as a lot of bare-chested photos taken on the roof of the hotel. In the photos Elvis is seen wearing a guitar-shaped watch as well as a leather-belt with his name on the belt as well as on the buckle. Many of those photos, which have never been released, can now be enjoyed in the book "*Elvis 1956 reflections*" published by Morgin Press.

Elvis at the Knickerbocker Hotel on August 18, 1956.

While Elvis started work on his first movie in Hollywood on August 22, an enterprise had been launched to channel still more money his way. Special Projects Inc. in New York had taken over merchandising the first line of Elvis-endorsed products with a T-shirt, a line of rock'n'roll jewelry, jeans, charm bracelets, soft drinks etc among items to be released under licensing arrangements with Elvis. Also while in Hollywood, Elvis was the winner of the "*Apollo*" award, a unique prize offered by a group of deluded newspaper-men and disc jockeys, who heralded Elvis as the latest reincarnation of the god of music, art and poetry. Another evidence that Elvis was still a red hot item was shown in a United Press coast-to-coast record survey which had Elvis holding down the number one and two spots. "*Don't Be Cruel*" had taken over the number one spot from "*Hound Dog*," which had dropped back to the number two position. Back in Memphis the Presley´s social secretary, Margo Heiskell resigned her job after only one week. She had worked with Elvis' mother from 9 in the morning until 5 in the evening for a week, answering Elvis' mail. Still, the letters came pouring in faster than the two of them could possibly answer them and Margo gave in at last. The job as social secretary was taken over by Elizabeth Lemmon.

On August 24 Elvis went into the 20th Century Fox Stage 1 studio in Hollywood to start recording the songs for his first movie. For some strange reason Elvis wasn't allowed to have his usual musicians with him. Instead, the following musicians took part in the session: guitar, Vito Mumolo; bass, Michael "Myer" Rubin; drums, Richard Cornell; banjo, Luther Roundtree and Dom Frontieri on accordion. Backing was provided by Rad Robinson, Jon Dodson and Charles Prescott. Elvis recorded the three songs "*We're Gonna Move*," "*Poor Boy*" and "*Love Me Tender*." The latter was based on the 1861 ballad "*Aura Lee*" written by W. W. Fosdick and George R. Poulton. Although Elvis and Vera Matson are credited for all three tunes they were actually composed by Ken Darby, husband of Vera Matson.

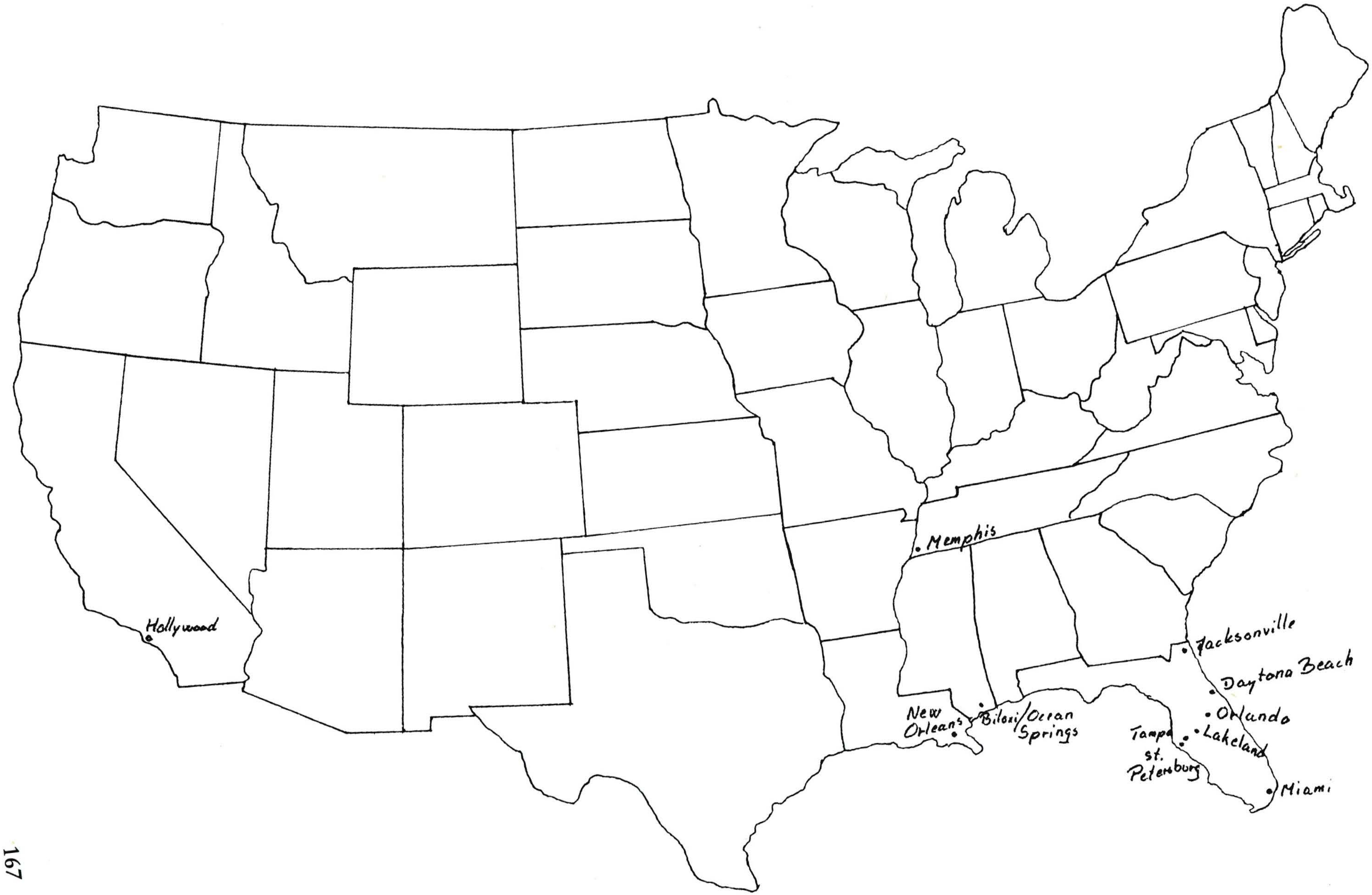
Elvis with Debra Paget and Richard Egan, his co-stars in "*The Reno Brothers*," later renamed "*Love Me Tender*."

On August 31 RCA-Victor released no less than seven singles with Elvis. Six of them were made up of the twelve songs from Elvis' first LP and the seventh was "*Shake, Rattle And Roll*"/"*Lawdy, Miss Clawdy.*" Only one of the songs made *Billboard*'s TOP 100. "*Blue Moon*" entered the chart on September 19 at position 87, peaked at number 55 and was on the chart for 17 weeks. On September 22 *Billboard* mentioned that each of the seven singles reportedly had sold 100,000 copies.

On the same day Elvis called home and talked with Dewey Phillips. He told him that the make-up man got him up at 5:30 every morning and that he fell into bed at 8:30 every night. He also said Hollywood was nothing but a workshop and that he had spent one whole day plowing mules. "Man, that was rough," Elvis said. He was looking forward to coming home for the Tupelo appearance on September 26.

August 1956

1. w	David's store appearance	Ocean Springs, Ms.	
2. t	Left early		
3. f	Olympic Theater	Miami, Fl.	3:30, 7:00, 9:00
4. s	Olympic Theater	Miami, Fl.	1:30, 3:30, 7:00, 9:00
5. s	Homer Hesterly Auditorium	Tampa, Fl.	3:30, 8:15
6. m	Polk Theater	Lakeland, Fl.	3:30, 7:00, 9:00
7. t	Floridian Theater	St. Petersburg, Fl.	3:30, 7:00, 9:00
8. w	Municipal Auditorium	Orlando, Fl.	8:00, 10:15
9. t	Peabody Auditorium	Daytona Beach, Fl.	8:00, 10:15
10. f	Florida Theater	Jacksonville, Fl.	3:30, 7:00, 9:00
11. s	Florida Theater	Jacksonville, Fl.	3:30, 7:00, 9:00
12. s	Municipal Auditorium	New Orleans, La.	4:00, 8:15
13. m	Visits June Juanico	Biloxi, Ms.	
14. t	Arrived via Jackson, Ms. to	Memphis, Tn.	
15. w		Memphis, Tn	
16. t	Flight to	Hollywood, Ca.	
17. f	Knickerbocker Hotel	Hollywood, Ca.	
18. s	Photo session	Hollywood, Ca.	
19. s		Hollywood, Ca.	
20. m		Hollywood, Ca.	
21. t		Hollywood, Ca.	
22. w	20th Century Fox, prod starts	Culver City, Ca.	
23. t		Culver City, Ca.	
24. f	Stage 1 studio	Hollywood, Ca.	
25. s		Culver City, Ca.	
26. s		Hollywood, Ca.	
27. m		Culver City, Ca.	
28. t		Culver City, Ca.	
29. w		Culver City, Ca.	
30. t		Culver City, Ca.	
31. f		Culver City, Ca.	


Memphis
Hollywood
New Orleans
Biloxi/Ocean Springs
Jacksonville
Daytona Beach
Orlando
Lakeland
Tampa
St. Petersburg
Miami

September 1956

In Tupelo, Ms. tickets for Elvis' show later in the month went on sale on September 1 and 2,000 tickets were sold the first day. It was also announced that arrangements had been made for Elvis' parents to be special guests of the fair association.

The first three days of September 1956 were spent at the Radio Recorders studio in Hollywood where Elvis once again was united with his own musicians and with the Jordanaires as backup vocalists. Elvis recorded eleven songs for his second album ("*So Glad You're Mine*" from January 30 was added to the album) plus two songs for a single to be released in 1957. The songs recorded on September 1 were: "*Playing For Keeps*" by Stanley A Kesler, "*Love Me*" written by Jerry Leiber and Mike Stoller and recorded by Willie and Ruth in 1954, "*How Do You Think I Feel*" by Wayne P. Walker and Webb Pierce and "*How's The World Treating You*" written by Chet Atkins with co-composer Boudleaux Bryant.

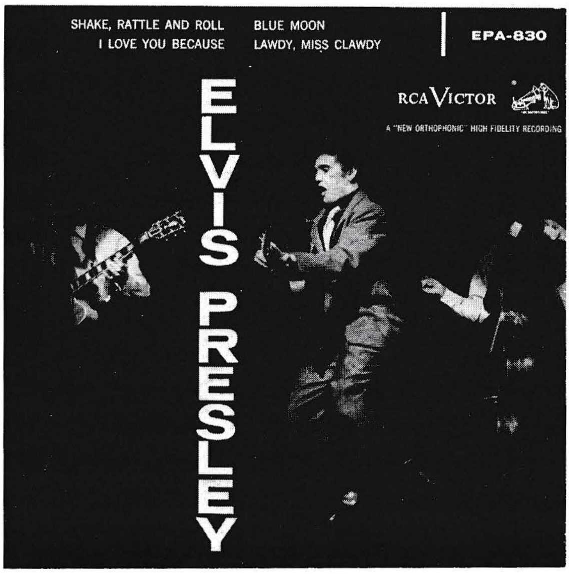
On September 2 they recorded "*Paralyzed*" written by Otis Blackwell for Elvis, "*When My Blue Moon Turns To Gold Again*" written by Wiley Walker and Gene Sullivan in 1941, "*Long Tall Sally*" written by Enotris Johnson, Robert Blackwell and Richard (Little Richard) Penniman in early 1956, "*Old Shep*" penned by Red Foley and Willis Arthur in 1933, "*Too Much*" by Lee Rosenberg and Bernard Weinman and "*Anyplace Is Paradise*," a Joe Thomas tune.

On September 3 they recorded "*Ready Teddy*" and "*Rip It Up*," two compositions by John Marascalco and Robert Blackwell and "*First In Line*" by Ben Wiseman and Aaron Schroeder.

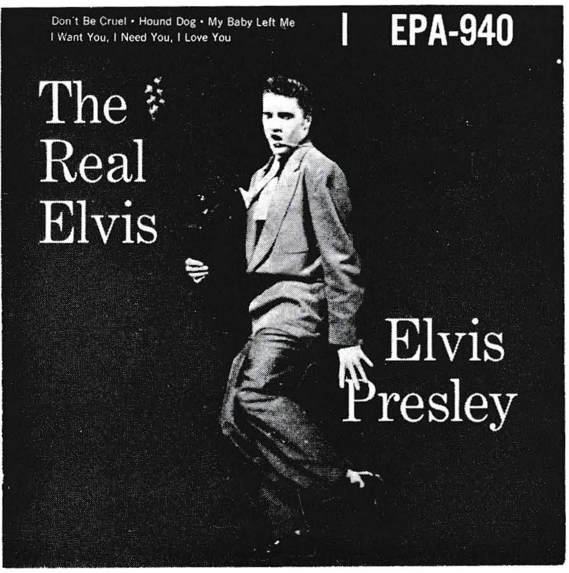
September 4 and 5 were spent once more at the 20th Century Fox Stage 1 studio, but only one song "*Let Me*" was recorded. The musicians were the same as on August 24, with the exception of Carl Fortini who replaced Dom Frontieri on September 4.

On September 5, *Variety* reported that Elvis was due to sell 10,000,000 records during his first year with RCA Victor which on the other hand, meant a gross for the company of nearly $5,000,000. Victor had been so busy pressing Elvis records over the past few weeks that they had been forced to use the facilities of both Decca and MGM. It was understood that Elvis' discs accounted for about two-thirds of Victor's daily singles output.

On September 6 a United Press story in the *Press Scimitar* incensed Guy and Bernard Lansky, proprietors of Lansky Bros. men store in Memphis. The article not only left out Elvis as one of "America's Ten Best-Dressed Men," but went so far as to say that there ought to be a law, or public pressure, requiring Elvis Presley (among others) to dress properly. Lansky's sent a telegram to the Custom Tailors Guild, saying that they were the sole suppliers of Elvis' clothes and that all their clothes were Fair Trade items by all famous national brands. Whenever Elvis sees something during his travels that he fancies, he tells Guy and Bernard about it, and they order it for him. Recently they had procured a blue-and-black striped sport coat with black velvet lapels that Elvis had seen in Dallas. "Don't let anybody fool you, that kid's a sharp dresser. Some of his outfits are out of this world," they concluded defiantly.


SHAKE, RATTLE AND ROLL
I LOVE YOU BECAUSE
BLUE MOON
LAWDY, MISS CLAWDY
EPA-830
RCA VICTOR
A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING
ELVIS PRESLEY

EP "*Elvis Presley*," released September 1956.

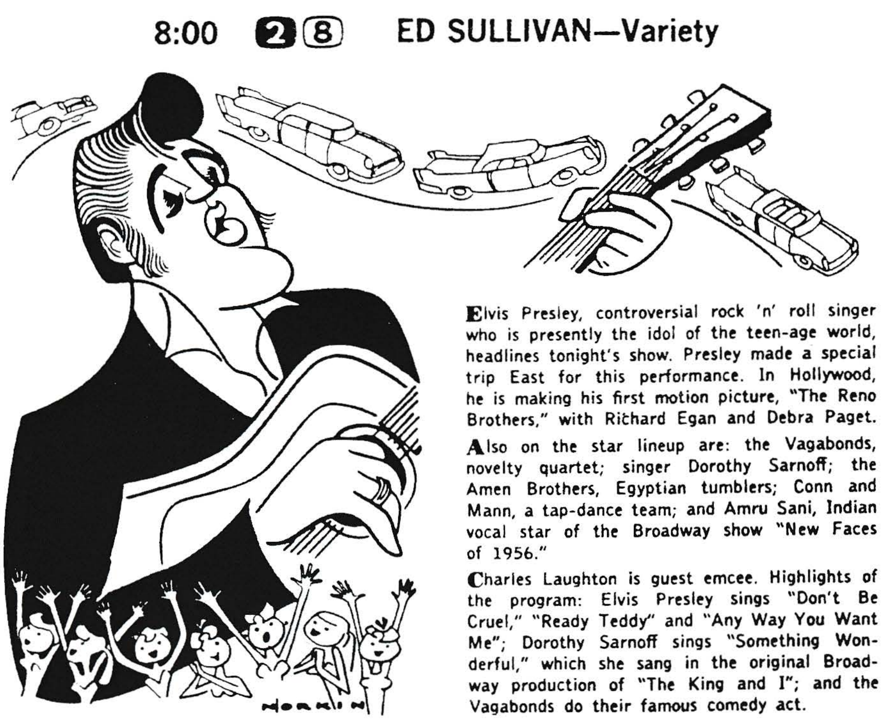

Don't Be Cruel • Hound Dog • My Baby Left Me
I Want You, I Need You, I Love You
EPA-940
The Real Elvis
Elvis Presley

EP "*The Real Elvis*," released September 1956.

In early September, probably on September 7, RCA-Victor released Elvis' fourth and fifth EP. The EP "*Elvis Presley*" contained the following four numbers: "*Shake, Rattle And Roll*," "*I Love You Because*," "*Blue Moon*" and "*Lawdy, Miss Clawdy*." "The other EP, called "*The Real Elvis*" consisted of "*Don't Be Cruel*," "*I Want You, I Need You, I Love You*," "*Hound Dog*" and "*My Baby Left Me*." "*The Real Elvis*" appeared on *Billboard*'s EP chart for two weeks in June 1958 and for three weeks during January 1959. Peak position was number 5.

In Tupelo, Ms. it was annouced on Friday that the theme of the annual Children's Day parade on September 26 would be "Elvis Presley's Homecoming." Floats to be entered in the parade would use titles of Elvis' songs as their themes. Efforts had been made to have Elvis ride in the parade, but Col. Parker thought it would be too dangerous to have Elvis ride down Main Street with thousands of people on either side.

Out in Hollywood a blonde magazine-writer held the job as Elvis' private secretary. Vienna-born Trude Forsher was hired to take care of the crush of fans, fan mail and telephone calls in Hollywood while Elvis made his movie debut. Trude said in an interview that she got calls from every state in the union from girls wanting to talk to Elvis.



8:00 2 8 ED SULLIVAN—Variety

Elvis Presley, controversial rock 'n' roll singer who is presently the idol of the teen-age world, headlines tonight's show. Presley made a special trip East for this performance. In Hollywood, he is making his first motion picture, "The Reno Brothers," with Richard Egan and Debra Paget.

Also on the star lineup are: the Vagabonds, novelty quartet; singer Dorothy Sarnoff; the Amen Brothers, Egyptian tumblers; Conn and Mann, a tap-dance team; and Amru Sani, Indian vocal star of the Broadway show "New Faces of 1956."

Charles Laughton is guest emcee. Highlights of the program: Elvis Presley sings "Don't Be Cruel," "Ready Teddy" and "Any Way You Want Me"; Dorothy Sarnoff sings "Something Wonderful," which she sang in the original Broadway production of "The King and I"; and the Vagabonds do their famous comedy act.

TV-Guide, September 8, 1956.

On Sunday, September 9, Elvis made his debut on the *Ed Sullivan Show*. As can be seen in the advertisement on the left Elvis was scheduled to sing "*Don't Be Cruel,*" "*Ready Teddy*" and "*Any Way You Want Me*" and he would make a special trip East for his performance. Elvis actually stayed in Hollywood, where his part of the show was transmitted from. In New York, where the actual show was broadcast, Charles Laughton stood in for Ed Sullivan, who hadn't recuperated from the car accident he had been involved in just over a month earlier.

Laughton: **And now, ladies and gentlemen, you are probably wondering what these objects are behind me. They are gold records. Four of them and they belong to Elvis Presley. Ed Sullivan will present these records to Elvis Presley at the first opportunity. Each of these records have sold over a million copies. This is the first time this has happened in show business in such a short time. Now we are going to meet Elvis Presley in Hollywood.**

Elvis: **Thankyou Mr. Laughton! Ladies and gentlemen! Well ahh, this is probably the greatest honour that I've ever had in my life. Ahh, there's not much I can say, except it really makes me feel good. We wanna thank you from the bottom of our heart. And now, "*Don't Be Cruel.*"**

Elvis sings: **"*Don't Be Cruel.*"**

Elvis: **Thank you very much, thank you ladies. And now friends, we'd like to introduce you to a brand new song. It's completely different from anything we've ever done, and this is the ahh, the title of, of our brand new 20th Century Fox movie and ahh it's also my newest RCA Victor escape, release and ahh, I would like to say right now that ahh the people over at 20th Century Fox have really been wonderful, all the great stars in the cast, the director and the producers. This is our first picture and they really helped us along. With the help of the very wonderful Jordanaires, a song called "*Love Me Tender.*"**

Elvis sings: **"*Love Me Tender.*"**

Elvis' participation in the show was divided in two and he left the stage in Hollywood to give way for the show in New York. Later on in the show Elvis returned to sing two more songs.

Elvis on the *Ed Sullivan Show*, September 9, 1956.

Laughton: And now, ladies and gentlemen, once more to Hollywood to see and hear that man again, Mr. Elvis Presley! To Hollywood!

Elvis sings: "*Ready Teddy*"

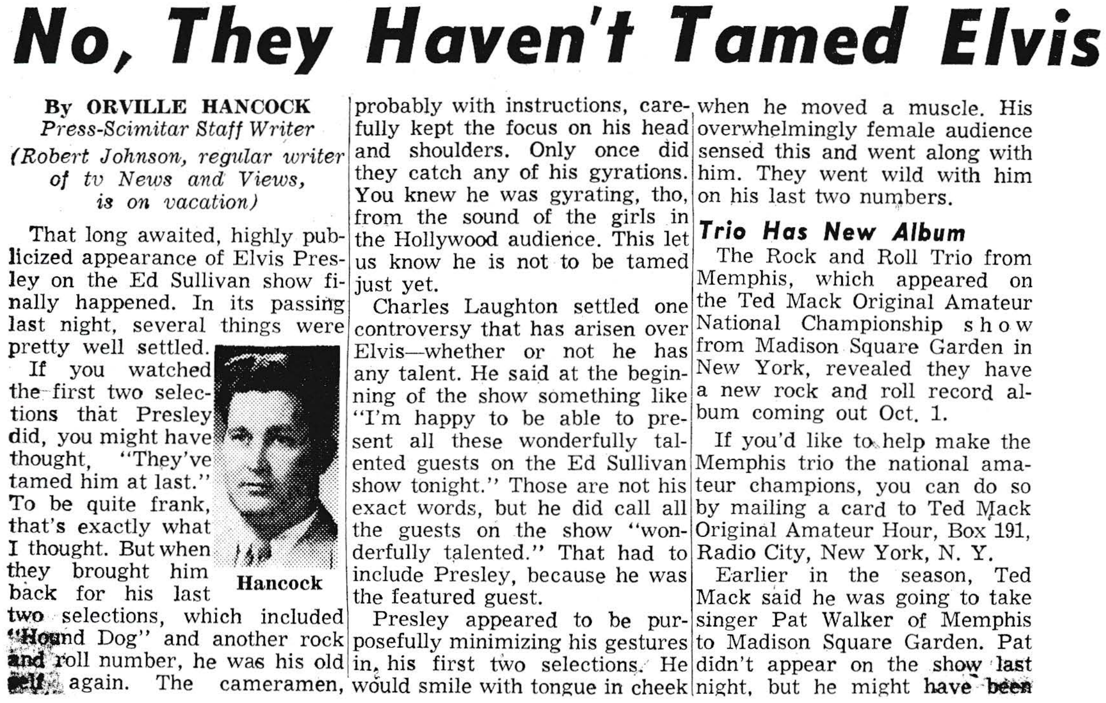
Elvis: Thank you very much. Pheew, ahh Mr. Sullivan! We know that somewhere out there that you're looking in and ahh, all the boys and myself and everybody out here are looking forward to seeing you back on television and ahh we'll be seeing you October 28 in New York when we're on your show again. Friends, as a great philosopher once said.

Elvis sings: "*Hound Dog*"

According to an article, printed in fan club magazine *Graceland Express*, Elvis visited Catalina Island after his initial appearance on the *Ed Sullivan Show*. Footage is reported to be included in the video "*Elvis in Hollywood*." The librarians on Catalina Island have been unable to locate any proof for such a visit but islanders remember that Elvis actually did visit the island.

The next day newspapers around the country reviewed Elvis' appearance. The show, on CBS, chalked up a 43.7 trendex, swamping the other major networks. NBC and ABC, both of which showed films, scored 4.2 and 3.6 respectively. It was the highest rating for the *Ed Sullivan Show* since November 14, 1954 when Elizabeth Taylor, Van Johnson, Julius La Rosa and the Harlem Globetrotters gave the show a 48.8 trendex. Sullivan said there was no doubt that Elvis was responsible for the rating and that he didn't think anyone could

object to Elvis' appearance. "There was nothing in bad taste as far as I could judge," he said. The papers also mentioned that 20th Century Fox had renamed "*The Reno Brothers*," Elvis' movie debut, "*Love Me Tender*." One paper even mentioned that RCA Victor had an advance order of 3,000,000 copies of "*Love Me Tender*," which was quite an exageration.



No, They Haven't Tamed Elvis

By **ORVILLE HANCOCK**
Press-Scimitar Staff Writer
(Robert Johnson, regular writer of tv News and Views, is on vacation)

That long awaited, highly publicized appearance of Elvis Presley on the Ed Sullivan show finally happened. In its passing last night, several things were pretty well settled.

If you watched the first two selections that Presley did, you might have thought, "They've tamed him at last." To be quite frank, that's exactly what I thought. But when they brought him back for his last two selections, which included "Hound Dog" and another rock and roll number, he was his old self again. The cameramen, probably with instructions, carefully kept the focus on his head and shoulders. Only once did they catch any of his gyrations. You knew he was gyrating, tho, from the sound of the girls in the Hollywood audience. This let us know he is not to be tamed just yet.

Hancock

Charles Laughton settled one controversy that has arisen over Elvis—whether or not he has any talent. He said at the beginning of the show something like "I'm happy to be able to present all these wonderfully talented guests on the Ed Sullivan show tonight." Those are not his exact words, but he did call all the guests on the show "wonderfully talented." That had to include Presley, because he was the featured guest.

Presley appeared to be purposefully minimizing his gestures in his first two selections. He would smile with tongue in cheek when he moved a muscle. His overwhelmingly female audience sensed this and went along with him. They went wild with him on his last two numbers.

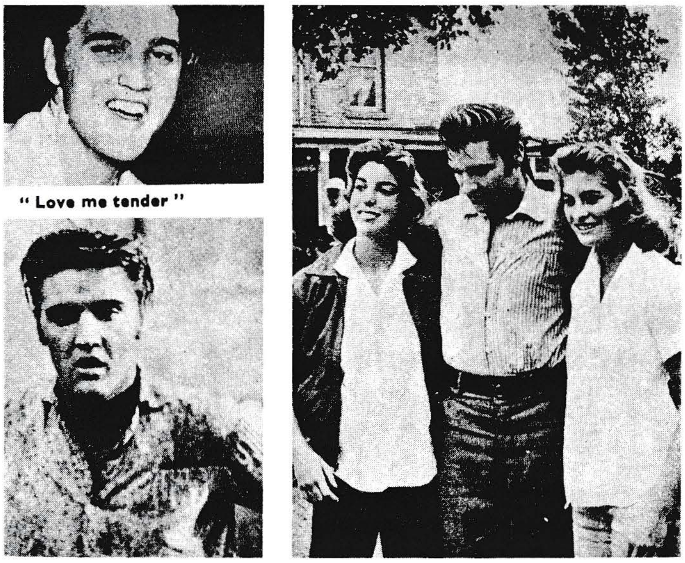
Trio Has New Album

The Rock and Roll Trio from Memphis, which appeared on the Ted Mack Original Amateur National Championship show from Madison Square Garden in New York, revealed they have a new rock and roll record album coming out Oct. 1.

If you'd like to help make the Memphis trio the national amateur champions, you can do so by mailing a card to Ted Mack Original Amateur Hour, Box 191, Radio City, New York, N. Y.

Earlier in the season, Ted Mack said he was going to take singer Pat Walker of Memphis to Madison Square Garden. Pat didn't appear on the show last night, but he might have been

Press Scimitar, September 10, 1956.


" Love me tender "
" Love me true "
" Never let me go "

Three photos of Elvis behind the scenes of "*Love Me Tender*."

On Monday, September 10, Elvis was back at 20th Century Fox where they proceeded with filming. In the evening he attended a premiere with glamour star, Natalie Wood, who had been introduced to Elvis by Nick Adams right after Elvis came out to Hollywood to start work on his film. On their first date they had gone to see the movie "*Hot Rod Girl*" about juvenile delinquents and had caused more stir in the popcorn palace than the movie. In an interview Natalie Wood said that Elvis was real great and the most totally real boy she'd ever met. "All the girls in the country are in love with him - so why should I be different?" she continued. They usually went to see movies at night as Elvis had to get up very early every morning to work on his movie. Natalie was also on hand when Elvis appeared on the *Ed Sullivan Show* and at his latest recording session.

A note in the *Tupelo Daily Journal* on September 11, said that Elvis' pestiferous Hollywood fans kept him busy swivel-hipping from one hotel to the other. A couple of days later they said that Elvis was now one of the highest paid in Hollywood, receiving $450,000 for three movie appearances.

During the week RCA Victor presented Elvis with his second golden record for the same disc as "*Don't Be Cruel*" joined "*Hound Dog*" in selling a million records on its own. At about the same time Elvis' advisers told him not to accept the starring role in a proposed film biography about James Dean, simply because it was too dangerous for a star to play another public favourite, especially one who became a legend as swiftly as Dean did.

At the Union County fair in New Albany, Ms., it was announced that Elvis was en route to Tupelo and would stop in New Albany. The crowd laughed but when two Highway Patrol cars, sirens shrieking, arrived, laughter turned into intense excitement. Then a pink Cadillac and city police arrived and pandemonium arose. Out stepped one Emmett Heaton, 16 year-old Center school student, his red hair dyed black and strumming a guitar. He performed a pantomine to Elvis' "*Hound Dog*" and won third place for his performance.

In an interview with Aline Mosby, United Press Hollywood Writer, Elvis was very shy about telling the plot for fear of frightening his ardent admirers, but another member of the cast said Elvis expires at the end with a bulletin his head. Elvis himself said that he was learning a lot. Then he excused himself while he stripped off his shirt and put on a bright red velvet blouse with full sleeves. Natalie Wood had had her dressmaker make it for his stage appearances. He said that he liked Natalie very much, that she was very down-to-earth and very intelligent, but since they had only known each other for about three weeks he couldn't say he was head over heels in love with her. They were just having fun and having a ball.

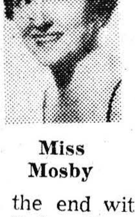
Presley at Work On First Movie

Climax of Film Probably Will Be Surprise for His Teen-Age Fans

By **ALINE MOSBY**, *United Press Hollywood Writer*

HOLLYWOOD.—Elvis Presley will be unleashed in his first movie with his usual sideburns, wiggles and gee-tar—but his teen-age followers will see him also as a serious actor who gets killed in the end.

Presley's picture debut in "Love Me Tender" is no modern rock-'n-roll movie.



Miss Mosby

"If it had been I wouldn't have taken the part," drawled the sleepy-eyed king of rock-'n-roll. "I won't make a rock'n-roll picture. Why should I? I do it on TV and more people see that than movies. So in pictures I want to do something different.

"This is a period picture, about the time of the end of the Civil War. I guess you could say it's sort of a dramatic part."

Elvis is shy about telling the plot for fear of frightening his ardent admirers, but another member of the cast says the singer expires at the end with a bullet in his head, and thus loses the girl, Debra Paget, by default to Richard Egan.

But before he's knocked off Elvis sings four songs—a love ballad, a spiritual and two folk songs at a church picnic. The latter two are done to Elvis' guitar and some of the famed Presley hops and shakes.

"Did you ever see a dead man sing?" he shrugged. "I just can't stand still and sing, frozen-like. Sure I jump around a little bit in the hoe-down.

"I'm learnin' a lot," added Presley in his boyish, straightforward manner as he posed for photographs in the 20th Century Fox portrait studio. "I won't say I can act, but I'm tryin'. I wear Civil War period clothes—and I keep my sideburns because they wore 'em then."

Presley, who is extremely polite, excused himself while he stripped off his shirt (no hair on his chest) and put on a bright red velvet blouse with full sleeves. Natalie Wood, his current girl friend, had her dressmaker make it for Presley's stage appearances. He has shoes to match.

"Sure I like Natalie very much," said Elvis. "She's down-to-earth, very tender-hearted and honest and intelligent. She's not fake in any way.

"But I've only known her three weeks. Why should I say I'm head over heels in love with her? I don't know yet. We're just havin' fun and havin' a ball."

Elvis, by the way, appears to be weary of defending himself from grown-ups who cry he's the ruin of the younger generation. He currently is campaigning to do away with the title of "The Pelvis" that has been tacked on him by the press.

"That's one of the most childish remarks from a grown person I've ever heard," he snorted in disgust.

"I have yet to find anybody who can show me what I do that is vulgar. The people who know my act know I'm not doing anything wrong."

Press Scimitar, September 21, 1956.

ELVIS PRESLEY

Scenes from his sizzling

ELVIS PRESLEY, the singing sensation who has been described as a cross between Johnnie Ray and Marlon Brando, and who has electrified show business just as Marilyn Monroe did when she first broke into public view, is taking his biggest gamble in going directly into films as a dramatic actor.

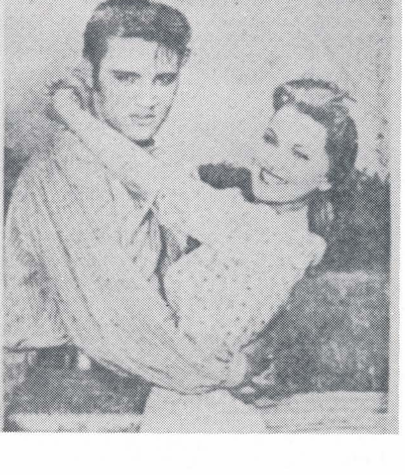
Not only is "Love Me Tender" his film debut, but it is his first acting chore in any medium. His fans will not be disappointed, as he sings four songs in the picture, but they will be delighted to discover that he is also an actor of depth and sensitivity.

RICHARD EGAN, who plays the Confederate cavalryman who returns home from the war to find himself pronounced dead and his sweetheart married to his younger brother, studied drama for seven years at the University of San Francisco, Stanford and Northwestern, before trying for a career as an actor. He holds both a B.A. in speech and an M.A. in theatre. That this careful preparation paid off is evidence by his fast rise in Hollywood once he had taken the plunge, and his success in highly dramatic roles.

"Love Me Tender" is his sixth starring vehicle for 20th Century-Fox, and moviegoers will recall him in "Untamed," "Violent Saturday," "Seven Cities Of Gold," "The View From Pompey's Head" and "The Revolt Of Mamie Stover".

A bachelor, he has established a new home with his parents in Brentwood, an exclusive residential section near Hollywood, and has his own quarters there so his early risings and often late returns need not disturb his parents.

DEBRA PAGET, a petite and pretty girl full of surprises, is not long out of her teens, but has been a star since



Folk and Country Songs, March 1957

A hollywood HERO

"Love Me Tender" flick

1949 when she played the Indian girl opposite James Stewart in "Broken Arrow." A singer and dancer as well as a fine actress, Miss Paget can play sexy, sirenish roles as in "Princess Of The Nile," or sensitive dramatic roles as in "White Feather," both of which contributed to her selection by Cecil B. DeMille for his great production, "The Ten Commandments".

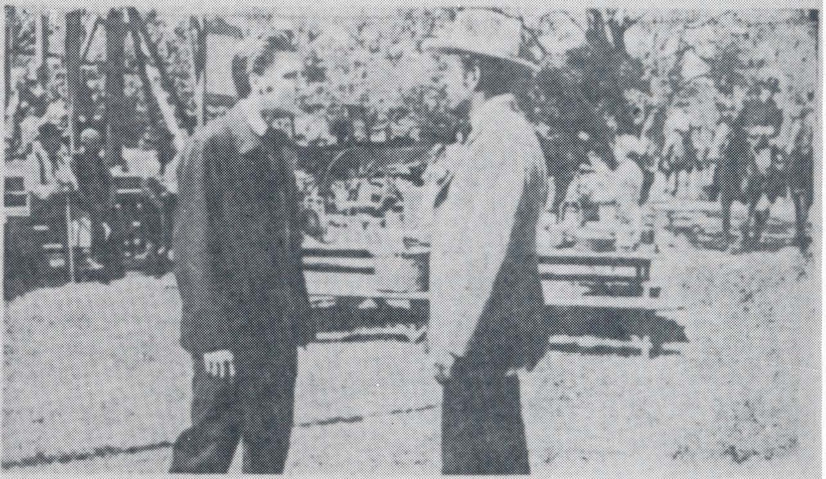
After completing "The Last Hunt" for MGM, Miss Paget returned to her home lot for the key role of Cathy, married to Elvis Presley and in love with Richard Egan, a man she has believed dead, in "Love Me Tender".

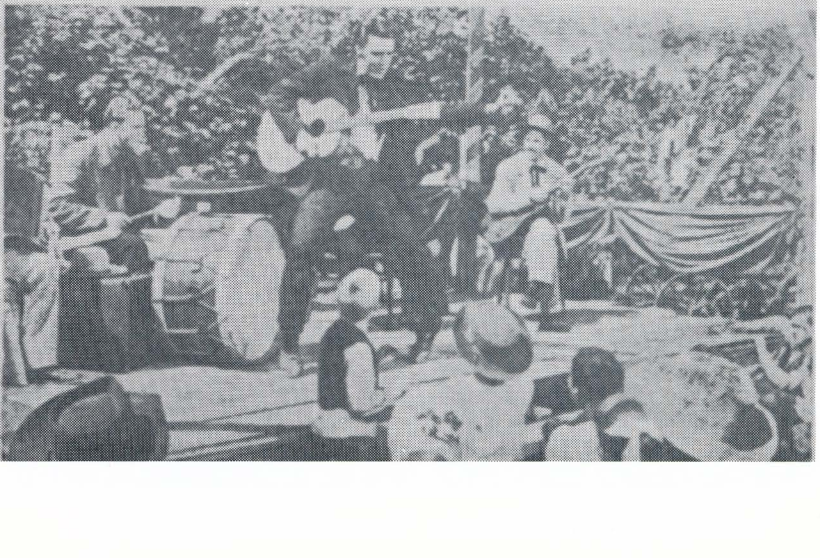
ROBERT MIDDLETON, who recently co-starred with Robert Ryan, Virginia Mayo and Jeffrey Hunter in "The Proud Ones," needed little inducement to work again under Robert Webb's direction in "Love Me Tender". He regards Webb as one of the fine directorial talents in Hollywood and embraced the chance to play the role of the Pinkerton detective who trails Richard Egan in the film.

WILLIAM CAMPBELL, who plays the older of Egan's three brothers, is one of Hollywood's important new stars. He has co-starred in such recent films as "Backlash," with Richard Widmark, "Man Without A Star," with Kirk Douglas and "The Man In The Vault" with Anita Ekberg.

NEVILLE BRAND, a much-decorated hero of World War II and a follower of the Marlon Brando-James Dean school of acting, plays the role of Gavin, a cavalry sergeant who turns against Egan in the film.

Brand, who came to Hollywood from Broadway, was skyrocketed to stardom with his performance in "Riot In Cell Block 11," and recently co-starred with Scott Brady in "Mohawk" and with Jack Palance in "The Lonely Man."

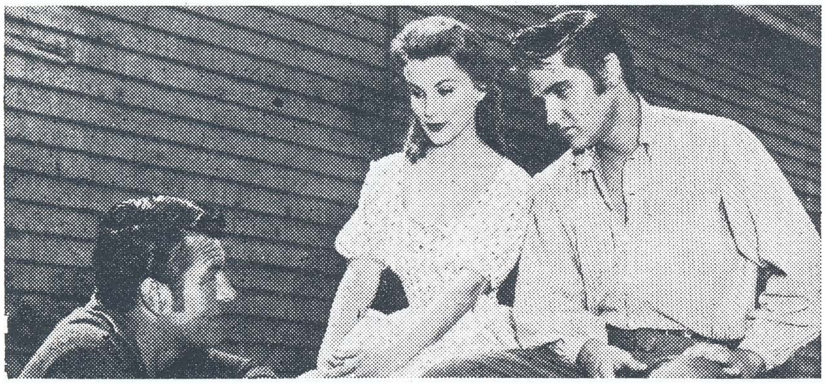


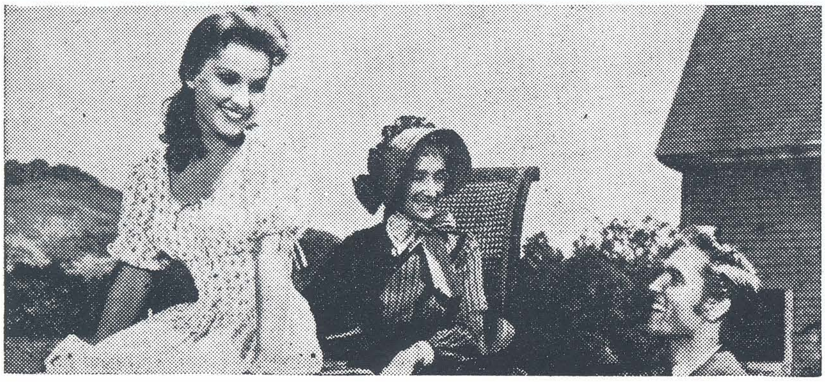


ELVIS PRESLEY

Scenes from his movie

In the Twentieth Century-Fox flick, "Love Me Tender," Elvis will play his guitar and sing several ballads, but the style that made him famous — the Rock 'n' Roll type music — will be omitted from the film. Below Elvis registers three different emotions in the film.





Elvis Presley, the singing sensation who has been described as a cross between Johnnie Ray and Marlon Brando and who has electrified show business just as Marilyn Monroe did when she first broke into public view, is taking the biggest gamble of his young career — he's going directly into films as a dramatic actor.

Shunning the easy route of most celebrities who show up in pictures as "guest stars" just for box office purposes, Presley is jumping in as a full-fledged actor in a starring dramatic role and will rise or fall with his critical reception.

He's making his film debut — in fact, his very first acting attempt in any medium — in a co-starring role with Richard Egan and Debra Paget in the 20th Century Fox post-Civil War drama, "Love Me Tender."

He'll play his guitar and sing a couple of ballads that are indigenous to the story, but the style which won him fame — the rockin' and rollin' and the jumpin' and jivin' — wasn't known in 1865 and he won't fall back on it.

It's Presley the actor in this one, and those who know what the handsome six-footer has accomplished in less than two years when he suddenly emerged from "nowhere" are sure that he'll put it over.

Meanwhile, back on the music scene, Elvis' records continue to sell like "hot cakes." At the present time "The Cat" has four records up there in the "Top 50" best songs in the country. They are: "I Want You, I Need You, I Love You," "Hound Dog," "Don't Be Cruel" and "Blue Moon." And his great new RCA Victor release which is beginning to climb is 'Love Me Tender," a song from the movie of the same name.

On this "Love Me Tender" side Elvis does not sing with his familiar Rock 'N' Roll styling — rather he croons this side slowly and lovely. It's a ballad that Elvis handles very well.

So, now you guys and gals can not only hear the "Boy Wonder" sing, but you can also see him act in the movies. Don't miss Elvis' new flick because he proves that he sure can act as well as sing.

Country Song Roundup, February 1957

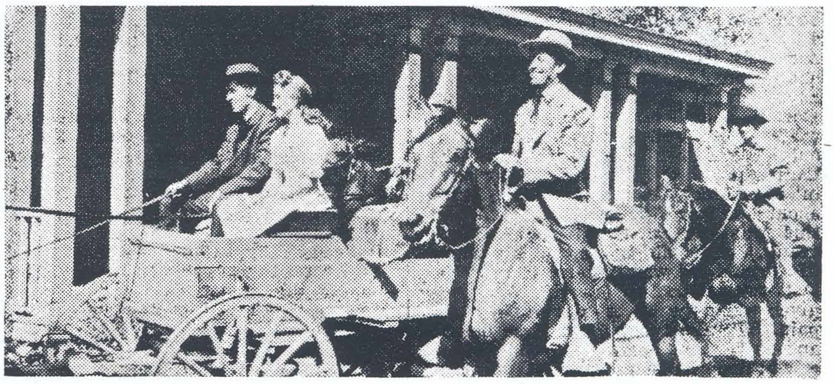
THE ACTOR

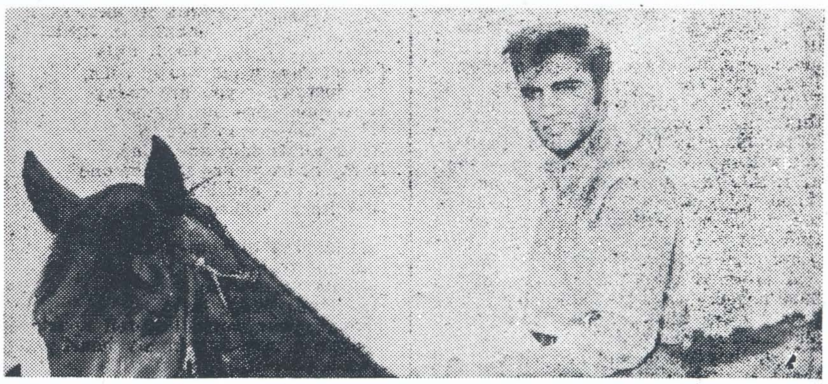
"Love Me Tender"

Elvis' very first acting attempt is helped along by very good support from handsome Richard Egan and lovely Debra Paget in this post Civil War drama. The critics claim that Presley has the natural attributes to be a great actor. Don't miss this flick.

Six-foot-two inches tall, he has brown hair worn in a style which is his trademark — a heavy mop over his forehead, a ducktail in the back, and sideburns. His eyes are a deep blue, his nose straight and Barrymorish, his jaws and mouth strong. In the words of a music magazine reporter (female) he has a "bristling, almost brutish, handsomeness." That description ought to do until a better one comes along.

REAL NAME:	*Elvis Presley*
BIRTHDATE:	*January 8, 1935*
BIRTHPLACE:	*Tupelo, Miss.*
PARENTS:	*Mr. and Mrs. Vernon Presley, Memphis, Tenn.*
EDUCATION:	**Graduate Hume High School, Memphis, Tenn.**
WEIGHT:	*180 pounds*
HEIGHT:	*6'2 inches*
HAIR:	*Brown*
EYES:	*Blue*
MARRIED:	*Single*





Country Song Roundup, February 1957.

—United Press Telephoto

Elvis, the Lover Idol of the rock 'n' roll craze, Elvis Presley, has a tender moment with lovely Debra Paget in a scene from his motion picture debut "Love Me Tender." Presley is cast as the youngest of four brothers in a Civil War drama [illegible] stays behind at home and marries, while his older brothers fight for the South.

Press Scimitar, September 21, 1956.

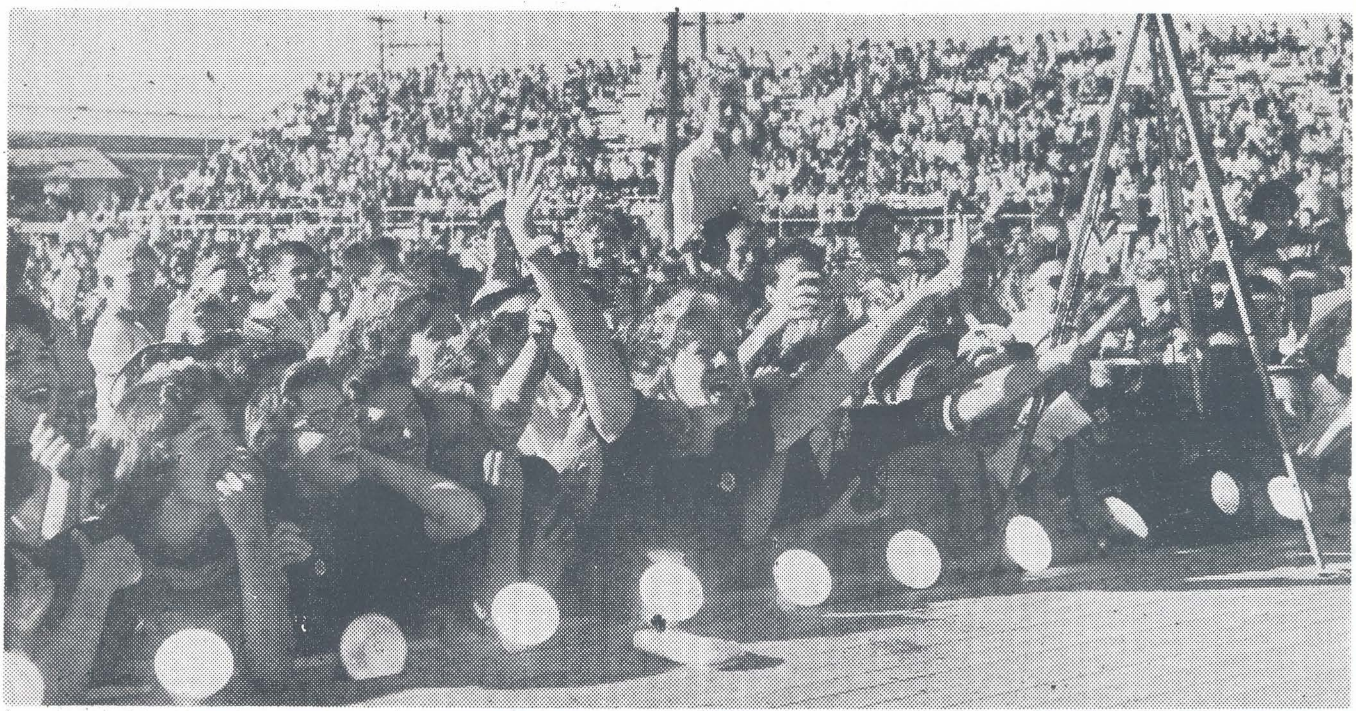
On September 21 Elvis was at the 20th Century ranch, about 50 miles from Hollywood, working on "*Love Me Tender*," and the next day he, along with his new friend Nick Adams, boarded a plane for Memphis, where they spent the next couple of days.

On Monday, September 24, Elvis visited his home room teacher, Miss Mildred Scrivener, at Humes High School. She had just been asked to appear on the NBC-TV show *Twenty-one*, a quiz, on Wednesday October 3. It was during those couple of days that some of the first photographs from "*Love Me Tender*" were released and printed in newspapers.

At noon, on September 26, Elvis, along with Barbara Hearn and Nick Adams, left Memphis in Elvis' Continental Mark II and headed for Tupelo. Elvis' parents and others were trailing in the pink Cadillac. Elvis, who liked to hear the wind go by the car windows, was rodding along pretty good. About 20 miles from Tupelo, a big cotton wagon full of fresh-picked white gold pulled across the road. $11,000 worth of car swerved around it by the grace of God and two wheels. Highway patrolmen Mose Ellard, Creekmore Wright, Jack Anderson and Burt Duncan escorted Elvis into Tupelo from just beyond Sherman, and acted as his bodyguards during his Tupelo stay. Elvis later said in an interview that he had been escorted out of the fairground when he was a kid and used to sneak over the fence, but this was the first time he'd been escorted in. As howling sirens carried Elvis away Wednesday night, the fairgrounds went wild with crying teenagers who fought for a last glimpse of their idol.

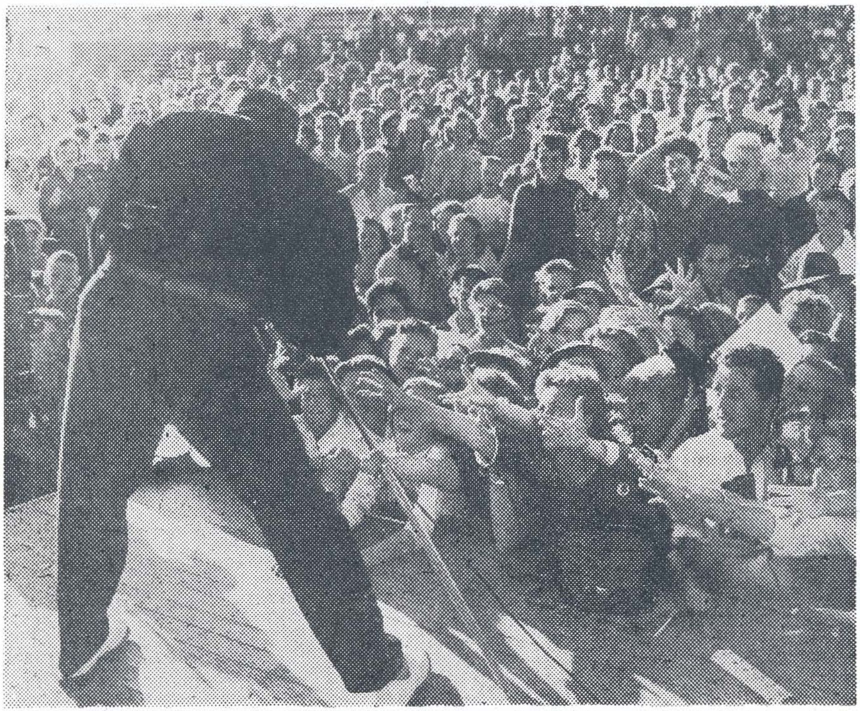
Return of the Native

Hero's Welcome for Elvis

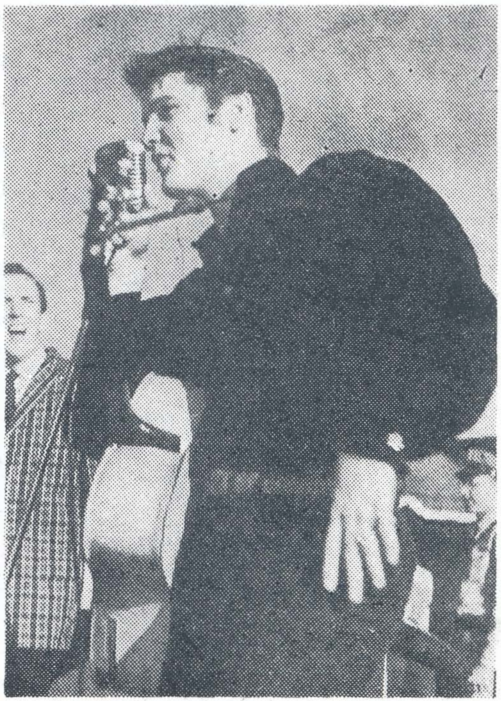


—Press-Scimitar Staff Photos by George Pierce

'OOH, ELVIS!"—Reaction such as this to Elvis Presley was whipped into a frenzy last night that overran police and national guardesmen when Elvis came back to his home town of Tupelo, Miss. The blond girl in the center with arms outspread is Judy Hopper, 14, of Alamo, Tenn., who later jumped onto the stage to get near Elvis.



TOO CLOSE FOR SAFETY—At one time such as this, when Elvis bent low over the reaching arms of teen-age admirers, a button was snatched from the sleeve of his blue velvet blouse. Elvis escaped this time. Over 100 police and national guardsmen were hard pressed in the evening show.



'LOVE ME TENDER'—In a less active moment, Elvis croons these words into a microphone. At left is Hugh Jarrett of the accompanying Jordanaires Quartet.

Press Scimitar, September 27, 1956.

Tupelo Pays Noisy Tribute to Him: Girls Battle Police, Guardsmen

By **WILLIAM B. WILLIAMS**, *Press-Scimitar Staff Writer*

TUPELO, Miss.—Elvis Presley returned to his birthplace of Tupelo yesterday, and in seven hours there had the town rockin' and rollin'.

Screaming teen-agers overcame 100 police and national guardsmen during his second of two performances at the Mississippi-Alabama Fair and Dairy Show.

"I can't sing with this going on," Elvis wailed into his microphone while the stage swarmed with youngsters making lunges for his clothing. He halted his singing, and begged the besieging fans to return to their seats. They obeyed, and the show resumed.

Elvis Surprised

Even Elvis was surprised at the fair's turnout, estimated at up to 50,000. "I didn't expect coming home to be such a big deal. Why, people were lined up on the highways when I came into town."

But tho the crowds of adoring teen-agers, which required the protection of over 100 state and city police, didn't give Elvis any freedom to look around his home town, he managed to see a few old friends.

W. M. (Bill) Angle took time off from parking cars to come over and shake Elvis' hand and hear the 21-year-old singer recall, "You've been here a long time, haven't you?" Another old friend, Clyde McStair, pointed out, "Elvis used to be one of 'my boys'."

Recalls Childhood

Chatting with reporters in a tent behind the outdoor stage at the fair while other performers entertained the impatient crowd, Elvis recalled his childhood days in Tupelo.

"Why, I used to sneak into this fair," he said. "I got carried out once or twice, too." Then thinking of the crowds which had pressed against his white Continental when he entered the Fairgrounds, he added, "Hope I get escorted out today, too. Last time I was here, I didn't have a nickel to get in."

The big moment came when [illegible]s stepped on stage for his [illegible] numbers. A group of several [illegible]dred, consisting mostly of teen-age girls, crowded toward the stage to get nearer the idol.

Button Torn Off

Elvis accommodated them, getting as near the outstretched arms as he dared, singing directly to the screaming worshippers. At one point in the afternoon show he got too close, had a button torn from his bright blue velvet blouse.

As usual at Presley performances, the crowd grew frantic when Elvis went into his wiggling dance. A number of teen-agers wept freely.

During "Don't Be Cruel," blond, 14-year-old Judy Hopper from Alamo, Tenn., leaped to the stage and ran toward Elvis. Police pulled her away and held her while she continued to struggle to reach the singer. After that, six policemen stayed on the stage near Elvis.

Pandemonium at the first performance reached its height during the last song, "Houn' Dog," about which Elvis cracked, "It's a beautiful song. Has great lyrics—four lines."

Key to City

Between numbers, Tupelo's mayor James L. Ballard gave Elvis a key to the city: a metal framework in the shape of a guitar, with the initials "EP" and the words, "Welcome Home, Tupelo, Miss."

Gov. J. P. Coleman presented Elvis a certificate calling him "America's No. 1 entertainer in the field of popular music."

Several hundred fans were waiting at noon in the stadium, two and a half hours before Presley arrived and the show began.

'Just a Quiet Boy'

Elvis was born in East Tupelo, a tiny settlement not a mile from the fair where he received a hero's welcome yesterday. A classmate at Lawhon High School remembers him as "just a quiet boy." Elvis moved to Memphis with his parents when he was 13.

"I love it here," Elvis told reporters before his afternoon show. "I'll come back as often as I can." He later added, "I like California, too. I'd lik[illegible] live there."

He arrived in Memphis [illegible] Hollywood Saturday for the Tupelo appearances and several days' rest in Memphis. He has been working on his first movie, "Love Me Tender," which Elvis said will probably premier in Memphis in November.

"I don't ever want to see the picture when it's released," he said. "Oh, maybe in a year when all the talk is down."

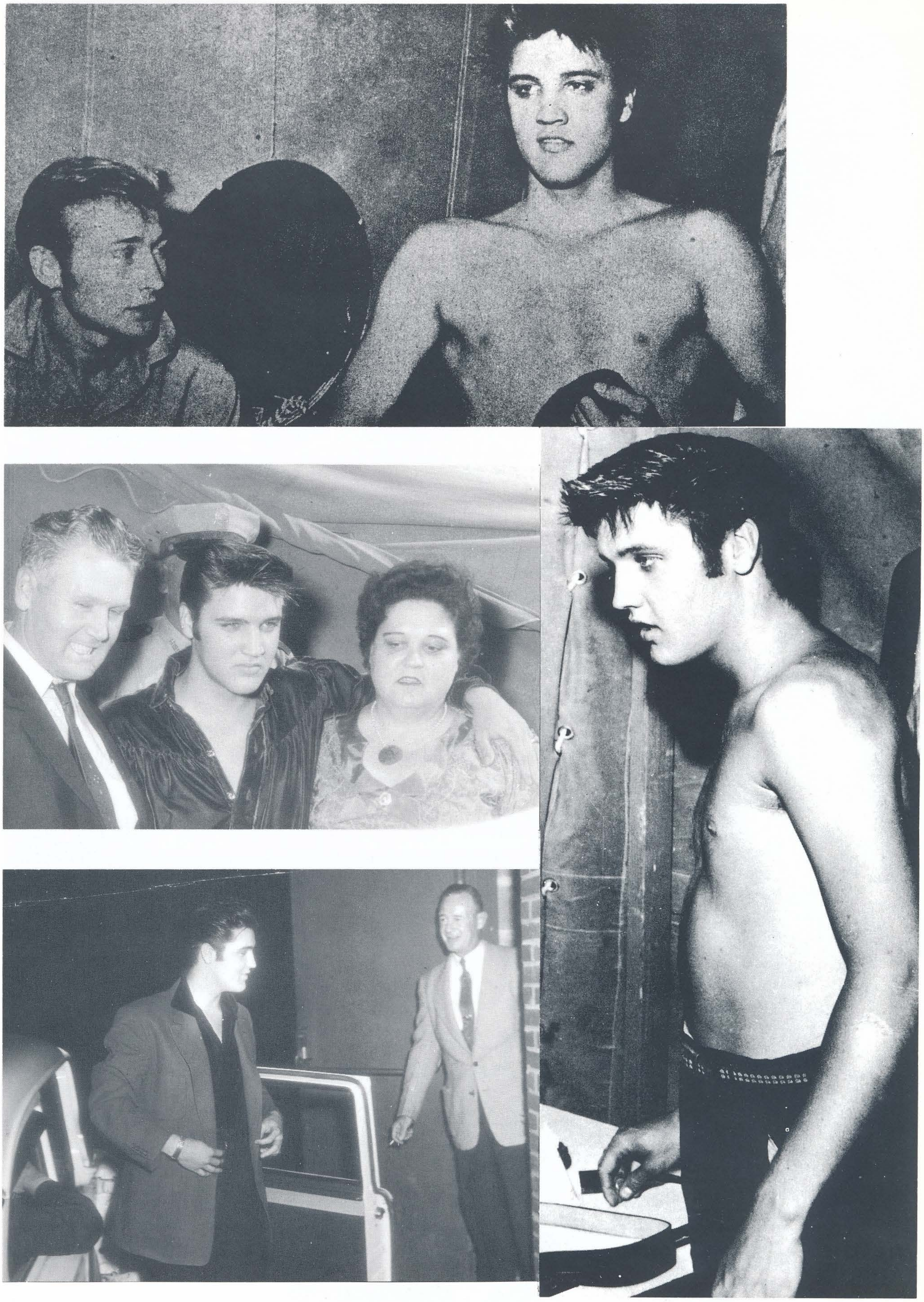
Elvis on Marriage

Tho Elvis has refused to confirm any matrimonial intentions, he indicated to reporters that marriage is not entirely out of the question. "Even after I get married, I'll have to keep working. You can't starve to death just because you're married," he said. His "Memphis girl," pretty Barbara Hearn, went with him to Tupelo.

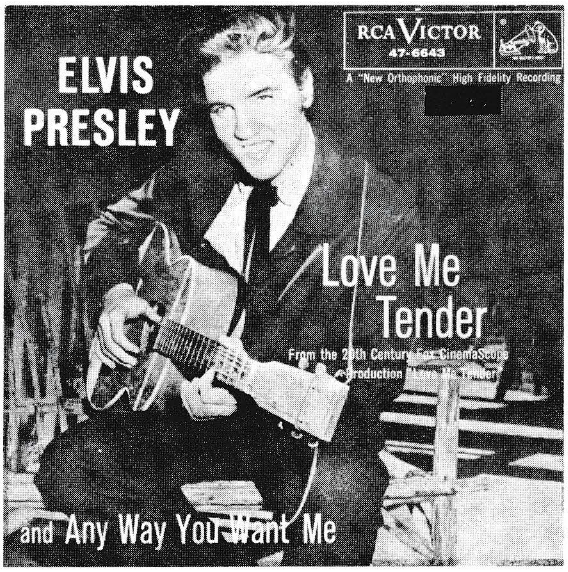
Included in the flock of newsmen and photographers around Elvis was Peter Dacre of the London Sunday Express, who came to America to interview Presley. He got his interview, and Elvis told him, "I'd like to go to England—if I could go on a ship. If something were to go wrong on a plane, there's no land under you. That's a long swim."

ELVIS AND FRIEND—Presley and Mississippi's Gov. J. P. Coleman use souvenir hats to clown before the camera. During the show, the governor presented Elvis a certificate calling him "America's No. 1 entertainer in the field of popular music."

Press Scimitar, September 27, 1956.



Photos of Elvis in Tupelo, Ms. on September 26, 1956.

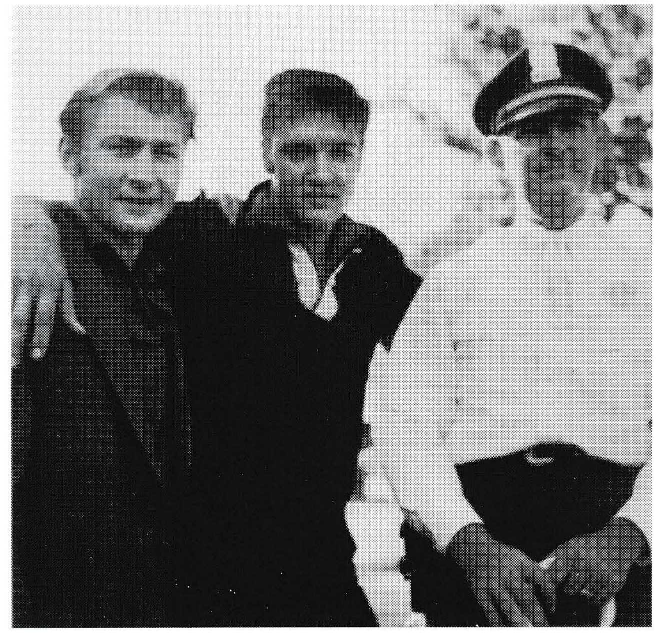

RCA VICTOR
47-6643
A "New Orthophonic" High Fidelity Recording
[redacted]
ELVIS
PRESLEY
Love Me
Tender
From the 20th Century Fox CinemaScope
Production "Love Me Tender"
and Any Way You Want Me

"*Love Me Tender*"/"*Any Way You Want Me*" released September 28.

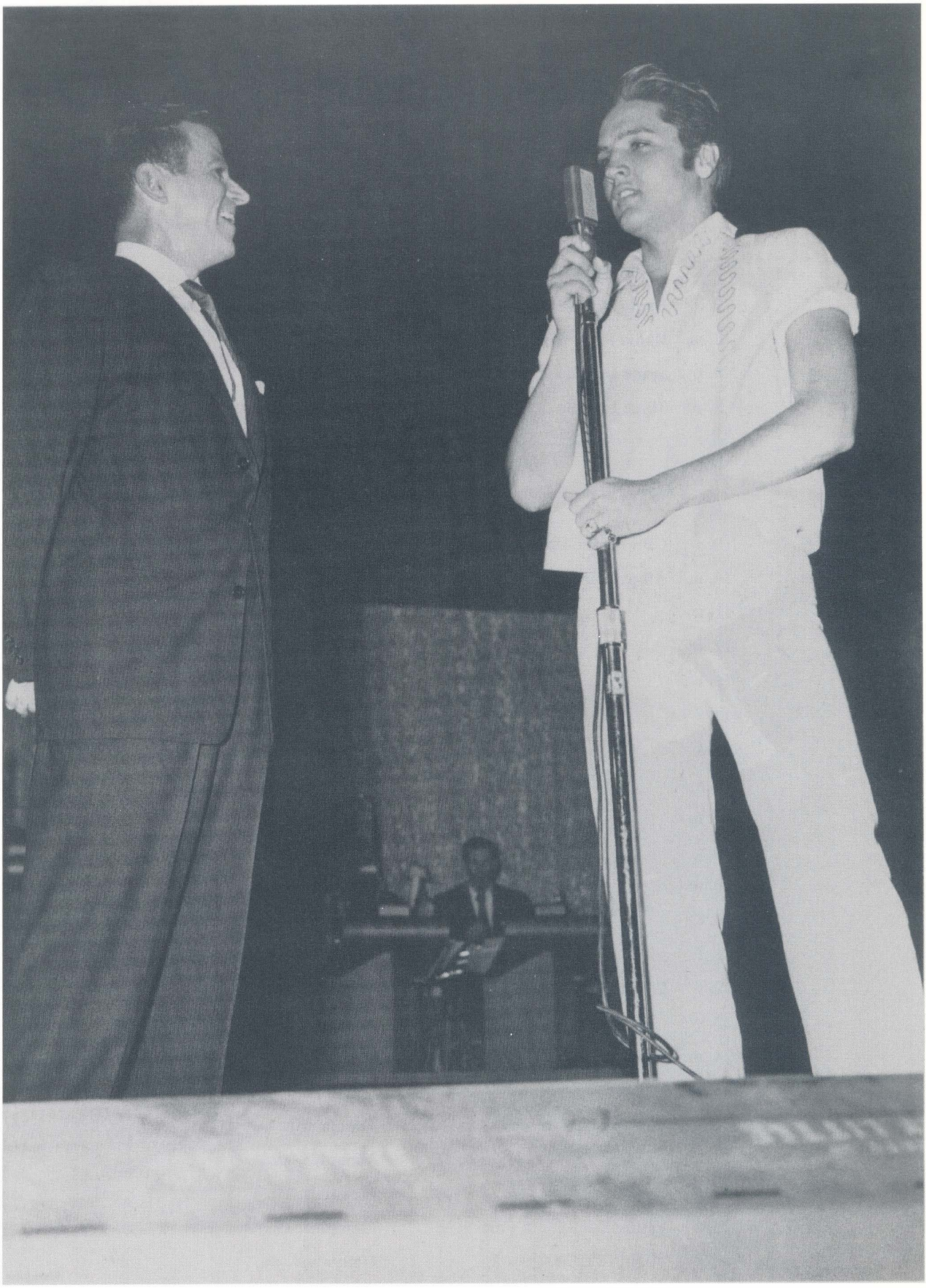
On September 28 RCA-Victor released "*Love Me Tender*"/"*Any Way You Want Me,*" their eleventh Elvis-single. After Elvis had sung the song on the *Ed Sullivan Show* on September 9 RCA received advance orders for more than a million copies of the single, the first record in history to do so. "*Love Me Tender*" entered the TOP 100 on October 10 at position 12, peaked at number one for four weeks and stayed 22 weeks. Elvis would be presented with the gold record, his sixth, on October 28 in connection with his second appearance on the *Ed Sullivan Show*. "*Any Way You Want Me*" entered TOP 100 on October 24 at position 56, topped at number 27 and stayed nine weeks.

On the same day, September 28, Elvis paid $5,500 to 20-year-old telephone operator Miss Robbie Moore in an out-of-court settlement. Moore had been photographed a couple of months earlier at the Gridiron on S. Main Street in Memphis where Elvis had taken a nibble on her sandwich and a sip of her milk and put his head on her shoulder. Moore claimed Elvis was a total stranger to her and threatened to file a $42,500 damage suit against Elvis whose lawyers agreed to $5,500 to keep the case out of court. Moore was swamped with telephone calls from objecting Elvis fans all day Saturday and all that night, all day Sunday and all that night. She worked her last day at the telephone company on Saturday after which she resigned her job.

The next day Elvis and Nick Adams drove out to the Mid-South Fair on Elvis' motorcycle. Elvis was dressed in white pants, white socks and a white shirt with a waving stripe down the front and his motorcycle-cap with a big star on the front. He also wore a pair of canvas shoes with his own image and song-titles on. While at the fair Elvis attended an appearance by Dennis Day, who did an imitation of a jumping Japanese wearing blue suede shoes who did an imitation of Elvis. The audience, as well as Elvis, loved it. Elvis entered the stage and chatted for a little while with Dennis Day and told him he loved his imitation.



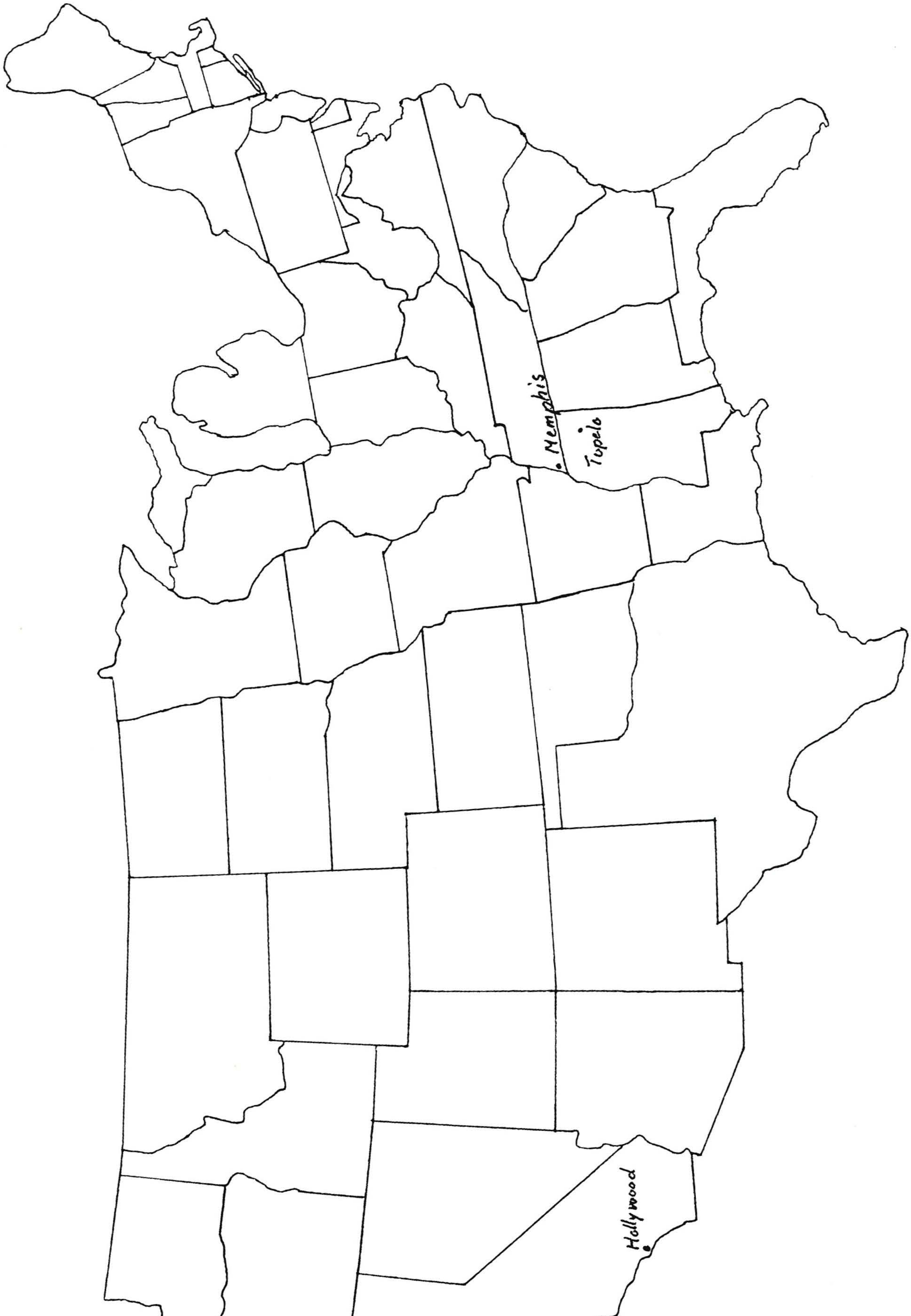
Elvis with Nick Adams at Mid-South Fair in Memphis, September 1956.



Elvis with Dennis Day at the Mid-South Fair in Memphis, Tn. on September 29, 1956.

September 1956

1. s	Radio Recorders studio	Hollywood, Ca.	1:00- 8:00
2. s	Radio Recorders studio	Hollywood, Ca.	1:00- 11:00
3. m	Radio Recorders studio	Hollywood, Ca.	2:00- 8:30
4. t	Stage 1 studio	Hollywood, Ca.	
5. w	Stage 1 studio	Hollywood, Ca.	
6. t		Culver City, Ca.	
7. f		Culver City, Ca.	
8. s		Culver City, Ca.	
9. s	CBS studio, 1st Sullivan show	Hollywood, Ca.	
10. m	Att premiere w Natalie Wood	Culver City, Ca.	
11. t		Culver City, Ca.	
12. w		Culver City, Ca.	
13. t		Culver City, Ca.	
14. f		Culver City, Ca.	
15. s		Culver City, Ca.	
16. s		Hollywood, Ca.	
17. m		Culver City, Ca.	
18. t		Culver City, Ca.	
19. w		Culver City, Ca.	
20. t		Culver City, Ca.	
21. f		Culver City, Ca.	
22. s	Flight to	Memphis, Tn.	
23. s		Memphis, Tn.	
24. m	Visited Mildred Scrivener	Memphis, Tn.	
25. t		Memphis, Tn.	
26. w	Tupelo Fair Grounds	Tupelo, Ms.	2:30, 7:30
27. t		Memphis, Tn.	
28. f		Memphis, Tn.	
29. s	Visited Mid-South Fair	Memphis, Tn.	
30. s	Flight to KLAX	Hollywood, Ca.	


Memphis
Tupelo
Hollywood

October 1956

Elvis turned up on Monday morning, October 1, at the 20th Century Fox Stage 1 studio to record the end title for the movie. After it had leaked out that Elvis was going to be shot in the end of the movie, 20th Century Fox had received thousands of letters from fans who did not want to see Elvis die in his movie debut. They had to rewrite and film another end to the movie. During the following week's filming, Elvis received a letter from the Memphis draft board with papers designed to bring his status up-to-date. Elvis later said that "When the time comes they can bring the khaki. When they want me, I'm ready. I'll have a ball until they call me and after they call me."

Two days after Elvis left Memphis for Hollywood, two Kansas City teenage girls turned up in Memphis wanting to meet Elvis. They had used one of the girl's husband's $91 allotment check to finance oneway tickets to Memphis. As they stood crying outside Elvis' house, realizing they would not get to see Elvis, Gladys Presley, Elvis' mother, saw them and asked them to come in and have a look at the house. Later in the night, police arrested the two girls and the next day Judge Elizabeth McCain said both girls would be held until their parents were contacted. At the same time a police lookout was broadcast for two young girls from Washington, who were also believed to be on their way to Elvis.

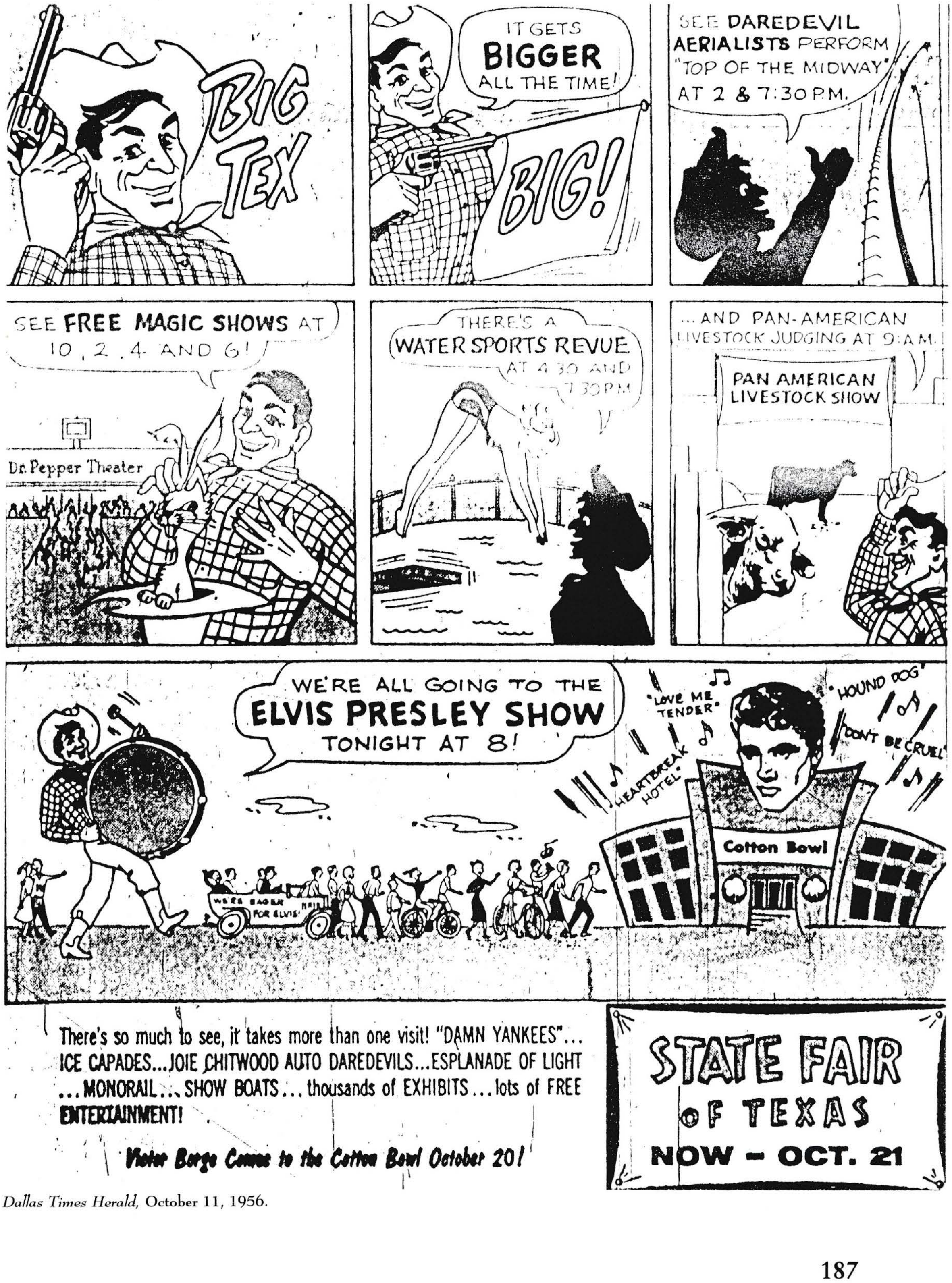
Elvis' teacher, Miss Mildred Scrivener, lost out on big money winnings when she appeared on *Twenty-One* in New York. She was defeated by a writer from Oneonta, N.Y., who won $24,500 during the 30-minute show. In the pre-quiz interview, Miss Scrivener recalled that Elvis was a fair student and always acted as a gentleman and that he frequently dropped in on her for a short visit whenever he was in Memphis.

In Copenhagen, Denmark, rock'n'roll music hit the country with a vengeance on October 4 when hundreds of jiving teenagers elected "*The Danish Elvis Presley*" and danced in a downtown street. Police had to break it up with swinging clubs. Musician Ib Jensen who won the title, threw in a striptease for good measure, but the police were not amused. Despite a ban on U.S. movies which prevented the film "*Rock Around The Clock*" from being shown in Denmark, the teenagers took up the rock'n'roll craze.

On October 8, the same day Elvis finished his "*Love Me Tender*," it was announced he would be teamed with Jayne Mansfield in a movie called "*The Love Maniac*" to start early in 1957. A 20th Century Fox spokesman said that they planned a comedy to take advantage of Elvis' singing and Jayne Mans-

field's figure. An article also mentioned that Elvis' appearance on the *Ed Sullivan Show* in September had resulted in the highest number of viewers - more than 60 million - ever to see a regularly scheduled feature on tv, according to American Research Bureau. The previous high was in September 1955 when "*$64,000 Question*" reached 58,9 million viewers.

In Memphis a lien seeking to collect $340.62 from Elvis and contractors who built his swimming pool was filed in Register's Office on October 10 by Baker Electronic Co. The lien was a legal step which meant that Baker and his attorney would make a demand on the Presley family for the money they claimed were owed Baker by the contractors.


BIG TEX
IT GETS BIGGER ALL THE TIME!
BIG!
SEE DAREDEVIL AERIALISTS PERFORM "TOP OF THE MIDWAY" AT 2 & 7:30 P.M.
SEE FREE MAGIC SHOWS AT 10, 2, 4 AND 6!
Dr. Pepper Theater
THERE'S A WATER SPORTS REVUE AT 4:30 AND 7:30 P.M.
...AND PAN-AMERICAN LIVESTOCK JUDGING AT 9 A.M.
PAN AMERICAN LIVESTOCK SHOW
WE'RE ALL GOING TO THE ELVIS PRESLEY SHOW TONIGHT AT 8!
"LOVE ME TENDER"
"HOUND DOG"
"DON'T BE CRUEL"
"HEARTBREAK HOTEL"
WE'RE EAGER FOR ELVIS
Cotton Bowl

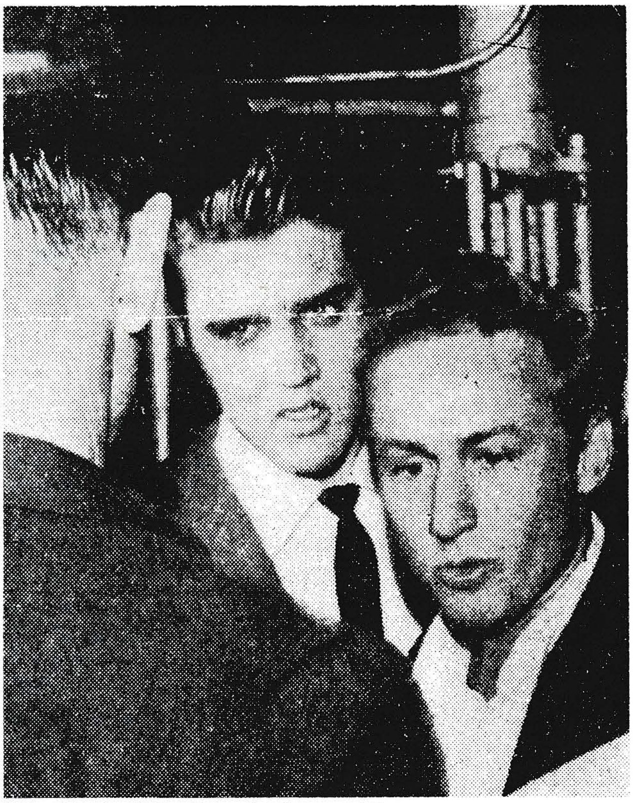
There's so much to see, it takes more than one visit! "DAMN YANKEES"... ICE CAPADES...JOIE CHITWOOD AUTO DAREDEVILS...ESPLANADE OF LIGHT ...MONORAIL...SHOW BOATS...thousands of EXHIBITS...lots of FREE ENTERTAINMENT!

Victor Borge Comes to the Cotton Bowl October 20!

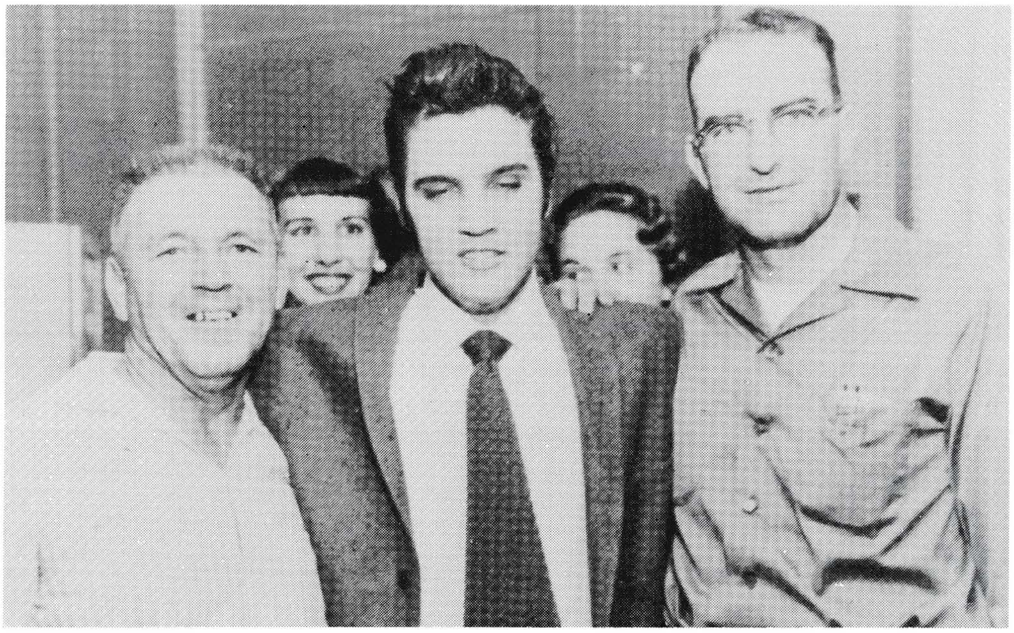
STATE FAIR OF TEXAS
NOW – OCT. 21

Dallas Times Herald, October 11, 1956.

After finishing his initial motion picture, Elvis boarded a train heading for Texas in the company of Nick Adams and on October 11 he played before 26,500 fans at the Cotton Bowl Stadium. Prior to the show Elvis gave a brief press interview, which turned out to be more of a gathering of the Presley cult from Dallas and surrounding towns. Elvis, garbed in his kelly green jacket, navy blue trousers, black and gold cummerbund, white three-quarter buckskin shoes with red soles, a ruffled white shirt and a navy blue string tie, spoke of his fame in these terms "Ah got sense enough to know that all good things come from God and that I'm mighty lucky. I don't know how long it will last. I may go back to driving a truck or I may be herding sheep next year. Who knows?" He was momentarily upset immediately prior to his stage appearance when a process server met him at the entrance of the Cotton Bowl with a subpoena for a $38,000 breach of contract suit. R. G. McElyea, North Side Coliseum promotor in Ft. Worth, claimed that Elvis and his manager, Col. Tom Parker, had ignored alleged contract terms for four appearances in Ft. Worth the previous March. Nick Adams was erroneously served with the paper in a comedy of backstage errors. A *United Press* story later said that the suit had been settled and that Elvis was to appear twice in Ft. Worth before December 15. However, I have not been able to find any information at all for any such performances in Ft. Worth. Elvis appeared shaken by the event but as the band struck up a bop tune which was his cue to perform, he hopped in a convertible and started the rise down into the Bowl where a pink and black stage had been built on the 50-yard line. A spotlight located high atop the press box cut a path through the cool Texas night and picked out the side-burned singer in the back seat of the convertible. The car circled the field and stopped in front of the stage. Elvis got out, took the microphone and started to say something. But you couldn't hear him for the hollering. Elvis just smiled and clowned a bit with his musicians and finally, after a couple of false starts, he began to sing and gyrate. Each time the shrieks died down a little Elvis would swivel himself into a bump and a grind, bringing forth new shrieking. After seven or eight of his standard numbers, he broke into "*Hound Dog*" and bounced off the stage, carrying the mike with him. Right there, on the 50-yard-line, he sank to his knees, rose, wove, bumped and sank again, time and time again. The girls screamed themselves silly. Elvis worked himself over to the grass alongside the stage, sank almost out of sight and suddenly slipped into the waiting Cadillac. The car drove off with Elvis and quickly the overhead lights in the stadium were turned on. The spell was broken. The show was over. The fans began filing out of the stadium.


Elvis and Nick in Dallas, Tx. on October 11, 1956.

The next day they headed south for Waco, Tx. where Elvis was scheduled to do one show. Dressed in green jacket with matching tie, dark slacks and blue suede shoes Elvis only had to take a deep breath and utter a weak "Uh" to set the crowd screaming. He was on stage for about 30 minutes and ran one song into the other, stopping just long enough to catch his breath. Elvis included "*Heartbreak Hotel,*" "*I Got A Woman,*" "*Don't Be Cruel,*" "*Money Honey,*" *Blue Suede Shoes,*" and "*Love Me Tender*" in the show before he ended it with "*Hound Dog.*"



Elvis in Waco, Tx. on October 12, 1956.

On Saturday, October 13, Elvis entered the stage around 5:00 p.m. for the first of two shows in Houston, Tx. According to a local newspaper, Elvis was unaware that he was to sing at an afternoon show and didn't arrive at the Coliseum until after the show had started. Actually, this was often the procedure used by Elvis to avoid being mobbed by his fans. According to a note in one of the Houston papers, Elvis could be heard on *Dinner Date* Friday evening between 4 and 7 in a taped interview. The article also mentioned that "*Hound Dog*" had now sold more than 3,000,000 copies. Surrounded by a phalanx of policemen, Elvis ran to the microphone, his guitar slung over his shoulder, and stood there grinning while more than 8,000 fans screamed their deafening approval. As the yelling died down, Elvis bounced slightly on the balls of his feet, which drew shrill thunder from the crowd. After a few minutes of ovations the singing began. Scores of flashbulbs went off continually like rockets in the darkened Coliseum. As usual, not much of Elvis' singing could be heard, as his voice was drowned out by the screaming, yelling and moaning in rhythm to his movements. During his singing Elvis ambled loosely about the stage, waving but not playing his guitar, sometimes stiffening his legs and lowering his head like a fullback for particularly dramatic passages. He did no bumps but went through perpetual grinds, now and then wriggling jokingly as if he was unable to understand the audience's frenzy. At both of his personal appearances, Elvis sang "*Don't Be Cruel,*" "*Love Me Tender*" and most of his other record hits, ending up with a wild version of "*Hound Dog,*" before he ran offstage to a waiting car and was whisked off to his suite at the Shamrock Hilton Hotel, where he spent the night.

Three shots of Elvis during one of his shows at the Coliseum in Houston, Tx. on October 13, 1956

Dear Sirs:
I think I should be the winner
RHYTHM IN BLUES

Elvis with fans and reporters in San Antonio, Tx. on October 14, 1956

While Elvis was on his way from Houston to San Antonio on October 14 a couple of changes had to be made at the Bexar County Coliseum. A stage had been set up in the middle of the arena and some 2,000 chairs surrounded it. Then promotors decided this was putting Elvis in a too unprotected spot and they decided to move the stage back toward the chutes and fan club members, who were waiting in line, were recruited to move all 2,000 chairs into new positions. They were awarded front row seats. Once again, Elvis arrived at the Coliseum after the show had started and gave a press interview during which he was presented with a plaque that read: "Presented to Elvis Presley in appreciation of the great entertainment he has given us, San Antonio's Elvis Presley Fan Club, October 1956." As Elvis entered the stage, clad in a black suit, nubby white sport shirt and white suede shoes, the audience shrieked their approval and flashbulbs popped like lightning in a savage summer storm. Obviously the audience weren't there to hear Elvis sing such favourite numbers as "*Heartbreak Hotel*," "*Love Me Tender*" and "*Hound Dog*." Even those standing near the stage could make out only a few bars here and there. Elvis finished his program with a whirl of his arms and leaped from the stage to a waiting green Ford, that already held his cousin Gene Smith and movie actor friend Nick Adams. The car was out of the Coliseum before his fans had completely regained their senses and headed for the Flamingo Hotel at 1131 Austin Highway, where Elvis had booked the George Gobel suite. He stayed at the hotel overnight and headed home for Memphis the following morning. The total paid attendance at the two shows was 10,517 and the gross box-office was reported to be $17,378.

Elvis on stage with the Jordanaires in San Antonio, Tx., October 14, 1956.

Elvis Wishes He Could Relax—And Cut Off the Sideburns

Elvis Presley likes girls and Cadillacs. He doesn't like smoking, drinking or sideburns. He's got religion and show biz savvy. There are many diverse facets to the success of the jigglin' kid from Memphis.

By **WILLIAM STEIF**, *Scripps-Howard Staff Writer*

WACO, Texas.—It's easier to talk to President Eisenhower than Elvis Presley, unless you're a teen-ager.

If you're a teen-ager—and can push thru a security organization akin to the Secret Service—you'll find Elvis breezy, funny and completely charming, as he nervously drums his hands on a table.

If you're an adult looking for weighty pronouncements, you'll find Elvis real polite, using "sir" and ma'm" constantly.

I figured on chatting with Elvis to find out what makes him tick and I did, a little. He's a very smooth operator.

Elvis had four Texas dates in a row—Dallas, Houston, San Antonio and Waco—and he worked very hard.

Today he's a polished showman, with a great sense of timing, lots of humor and a seemingly easy manner. This easiness is deceptive. He told me:

"I get a little nervous in a crowd. I always do, I always will." He paused a moment, picked his teeth almost unconsciously and said: "I don't get much relaxation . . . I wish I could relax." Another pause, and then:

"I'd like to get me a home some time and hear the patter of little feet."

The idea clearly tickled this 21-year-old youth and he chuckled.

"But I'm not ready to get married. What would a girl see in me?"

This last sally was facetious and Elvis, smiling, knew it.

He doesn't smoke and he doesn't drink. But Elvis likes girls, very much. As one of Presley's entourage remarked:

"What red-blooded American boy doesn't like girls?"

—United Press Telephoto

ELVIS strikes a typical Presley pose for Scripps-Howard Reporter Steif.

Kind to His Fans

Elvis doesn't prey on girls, however. To his fans, especially, he's very kind. Signing autographs, for instance, he'll say:

"Honey, what's your name? Where's your home?" The girls, and boys, too, warm up to him fast.

He's never thought about a philosophy of life, he says, and about his business he remarks:

"I'm learning it and lots of people are helping me. I don't know how long this'll go on—I may be back driving a truck next year this time. Or I may be herding sheep.

"But I know this. All good things come from God. You don't have to go to church to know right from wrong. Sure, church helps, but you can be a Christian so long as you have a Christian heart."

As for his own church, the Assembly of God, he hasn't attended "in quite a while."

His Trademark

He speaks in a low, soft drawl, with not much twang. He carries a well-proportioned 180 pounds on his six-foot frame. He needs a haircut, badly, and about his famous sideburns he says:

"I don't like 'em real well, but I've been a success with 'em, so I guess I'll keep 'em."

Is he saving any money? His manager, Col. Tom Parker, is putting money away for him, and, possibly even more important, seeing that he doesn't get in dutch with Uncle Sam on back taxes. Estimates of Presley's earnings for 1956 range from a very conservative $300,000 to a highly inflated $3 million.

Staying Out of Trouble

Elvis has a natural discretion that so far has kept him out of trouble. And he's got Col. Parker, whom many people call the best manager in the business.

Elvis is plenty sensitive about some of his publicity, just as he is sensitive to other people's feelings. Life Magazine ran a picture of a Dixie minister with a Bible in one hand, denouncing Elvis.

"That hurt me bitter," says Elvis, "God gave me my voice. I never danced vulgar in my life. I've just been jigglin'."

He's Great, They Say

Nick Adams, the young film actor who's traveling with Elvis, says of him, "He's the greatest guy I've ever met."

And a "carny" — carnival worker — who's been with road shows for 25 years, just says, "He's a great kid."

This may or may not be true. What's for sure is that he's a great success. That's where they pay off.

Press Scimitar, October 1956.

While Elvis was doing his mini-tour of Texas, he was at the same time reported to be stationed at Missouri Army Post in Ft. Leonard Wood, Mo. Actually, Presley was stationed at Ft. Leonard Wood, but his first name was Lawrence, not Elvis.

Elvis, who arrived back into Memphis on Monday, October 15, got together with his old friend Dewey Phillips on Tuesday night in an attempt to get a little rest after his hectic Texas campaign. They had dinner at the State Cafe, and Elvis removed two of the "caps" which Hollywood dentists had devised to even out stars' teeth. As they were not worn during meals, Elvis folded his in a handkerchief and in some of the commotion, which was inevitably present wherever Elvis was, they got knocked off the table. They crawled all over the floor looking for them and at last they found one, but someone had stepped on the other one and it was in little bitty pieces. Cost $150. Elvis was also out with his frequent Memphis friend, Barbara Hearn, and missed a call from glamour girl Kim Novak.

Two days later, on Thursday afternoon, October 18, Elvis got himself into trouble, when he drove his Continental Mark II into a Gulf service station because gas fumes came into the car. The incident was highly publicized in the Memphis papers and two-punch Presley even got a $10,000 bid from a Chicago promotor to referee a wrestling match. The following four pages show the coverage of Elvis' fight and his appearance in City Court taken from the *Commercial Appeal*.

THE AFTERMATH — After the proceedings Elvis found himself more popular than ever as he talked with fans, police and newsmen outside the courtroom. More than 200 women and girls jammed the court. Miss Mary Ann Lewis of 215 West Edwin stands alongside the singer.

(Story on Page One)

—Staff Photos by Robert Williams

Elvis after the trial on October 19, 1956.

Presley, 2 Others Arrested After Filling Station Fight

Singer, Delayed By Autograph Seekers, Swaps Blows With Manager Who Asked Him To Move Car At Second And Gayoso

Elvis Presley blacked one man's eye and punched another last night in a battle limited to an exchange of four blows with two Memphis service station attendants.

Dozens battling the 5 p.m. traffic rush saw the brief fisticuffs at the Gulf Station at Second and Gayoso.

The exchange started after the station manager ordered Elvis, who was besieged by autograph seekers, to drive away. He had driven his Continental Mark II into the station for repairs.

Police broke up the melee by arresting Memphis' nationally known rock and roll singer and the attendants, Edd Hopper, 42, of 3295 Cicalla and Aubrey Brown, 21, of 262 South Pauline.

Mr. Hopper got a black eye; other hurts by the combatants were minor.

Police Account

Asst. Police Chief Bruns McCarroll compiled this account of the fight from four of his officers who investigated:

Presley, 21, drove into the service station because of gas fumes in his $10,000 car. Mr. Hopper came out of the station he manages and told the singer to move.

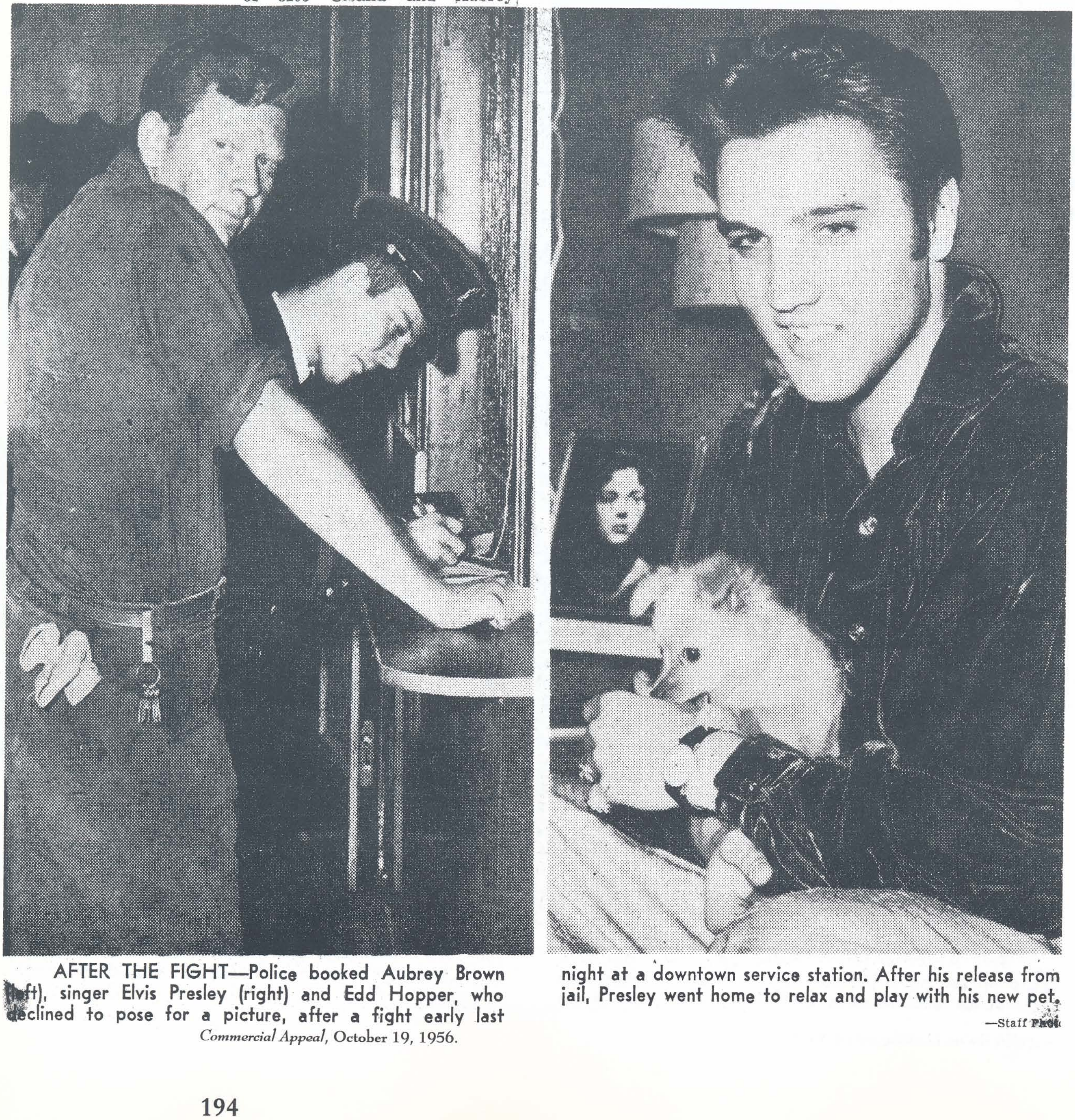
"Hopper said he didn't care who Presley was and apparently Presley didn't move fast enough for Hopper.

"Then Hopper reached through the window and struck Presley on his left cheek with the palm of his hand. Presley got out of the car and Mr. Hopper tried to land another blow with Presley swinging back and hitting Hopper in the left eye."

Mr. Hopper was joined by Mr. Brown and he and Presley exchanged blows.

Deny Holding Man

"After Brown came out of the



AFTER THE FIGHT—Police booked Aubrey Brown (left), singer Elvis Presley (right) and Edd Hopper, who declined to pose for a picture, after a fight early last night at a downtown service station. After his release from jail, Presley went home to relax and play with his new pet.

—Staff Photo

Commercial Appeal, October 19, 1956.

IT HAPPENED THIS WAY — Elvis Presley explained all to the crowd of teenagers that assembled in front of his home at 1034 Audubon Drive last night after the fracas in a gasoline station at Second and Gayoso.

—Staff Photo by Robert Williams

station Hopper pulled a small pocket knife from his pocket," Patrolman Thomas S. Yeager said, but added that he pulled Mr. Hopper from the fight.

Officers said they did not hold Mr. Hopper while Elvis struck him, as Mr. Hopper charged.

Mr. Hopper gave this account: "I asked him three times to move, in a nice way. We didn't know who [illegible]. I would have asked an[illegible]"

The m[illegible] witnesses said Elvis replied, "All right, just a minute."

When Mr. Hopper came back to the car again Presley was still there.

Mr. Hopper said, "He (Presley) started to get out and I shoved him back in the car. Then he started out after me."

The station manager received a hard clout to the left cheek. His eye was black and almost closed an hour after the scuffle. Mr. Hopper and Mr. Brown said police held them while Elvis was swinging.

Elvis went to his home at 1034 Audubon Drive immediately after his release by police. At first he refused to see newsmen, then relented. He charged Mr. Hopper struck him first.

"He pulled a knife on me too," Presley charged. The singer said a slap on the back of his neck administered by Mr. Hopper was the only blow he received. There were no marks on his face.

The dejected singer said he expected to regret "this day as long as I live. I guess lots of folks are just waiting for this kind of thing. I wouldn't have had it happen for anything in the world."

Two witnesses, Harvey Huff of 2687 Dunn and Jimmy Nunn of 554 South Cox, auto salesmen for Hull-Dobbs, said:

"He (Mr. Hopper) hit Presley on the back of the head. Presley jumped out and hit him back."

'That's Too Much'

Mr. Huff said he and Mr. Nunn were talking with Elvis at the time. He said a policeman also was there. Mr. Huff quoted Presley as saying, "I'll take ridicule and slander but when a guy hits me, that's too much."

Witnesses said Mr. Brown came to the assistance of Mr. Hopper, who weighs about 175 pounds. Mr. Brown, who is six four, weighs 220. Elvis weighs in at a willowy 185.

Police quickly separated the men and took them to the station in separate cars. All three were booked for assault and battery and disorderly conduct. They were released after each made $52 bond.

The case will come up in City Court at 9 this morning.

Mr. Hopper and Mr. Brown said police held their arms or they would have given a better account of themselves. One witness said Mr. Hopper's eye "looked like a traveling bag."

Elvis, who returned three days ago from picture-making chores in Hollywood, was alone in his auto when he drove into the station.

When the police began to write out a ticket, they asked Elvis for his name.

"Well," he said, "maybe you'd better put down Carl Perkins."

(Perkins is the Jackson, Tenn., singer who wrote "Blue Suede Shoes" and recorded that best seller.)

Auto Guarded

While Elvis was at the police station his auto was moved to Hull-Dobbs to keep souvenir hunters from working it over.

Barbara Hearn, a friend of Presley, heard about the altercation on a downtown street. She ran out and flagged the first police car.

It had Mr. Hopper in it and she rode to the station with him and the police. She was in tears when she found out that Elvis had already gone home.

He went by Hull-Dobbs and picked up his car though. It was not determined what caused the gas fumes.

There were immediate repercussions from the brawl. Police Desk Sgt. Carroll Richards said he received "about 40 telephone calls" from women who wanted to pay Elvis' bail.

Presley fans gathered at the singer's home shortly after the incident. Policemen also were on duty there.

Commercial Appeal, October 19, 1956.

Audience Flips As Our Presley Wins In Court

(Pictures on Page 21)

By LARUE GILLELAND

Teenage idol Elvis Presley barely managed a shy grin as he walked from a packed courtroom yesterday after rolling to a second and legal decision over two filling station men he rocked in a fist fight.

City Court was crowded with giggling girls and curious adults who applauded with gusto when Acting Judge Sam Friedman told Presley:

"The testimony points to the guilt of the other men. I'll dismiss you."

Opponents Fined

The rock and roll singer had been charged with assault and battery and disorderly conduct.

His opponents in Thursday's fight at the Gulf Station at Second Gayoso were fined.

Edd Hopper, 42, of 3295 Cicalla, station manager, paid a $26 fine. He appeared in Court with a bandage over an inch-long gash near his bruised left eye where Presley hit him.

Aubrey Brown, 21, of 262 South Pauline, a big six-four station attendant, was fined $16. Disorderly conduct charges against both men were dismissed.

Cameras flashed and girls screamed, "Oh, there's Elvis," as the 21-year-old Presley started into the courtroom. There were 207 women and girls waiting for him.

Accompanied By Father

He arrived with his father, Vernon Presley, just as the morning court session was getting under way at 9:10.

Dressed in a rust-colored sport jacket and open-collared shirt, he took a seat in the last row and quietly watched the judge try 12 persons on public drunkenness charges.

Then his case was heard.

The judge said he gave Hopper a heavier fine because the case against him was more serious than against Brown.

Three patrolmen who broke up the fight testified Hopper struck Elvis first as the singer sat in his $11,000 Continental Mark II parked in front of the station's gasoline pumps.

They said Hopper pulled a knife on Presley after he jumped out and punched the station manager.

Judge Friedman asked Presley, who likes to spar with boxing gloves at home, to give his version.

Presley said he was alone and driving along Gayoso when something went wrong with the air conditioning unit. Fumes were coming up in the car making his "eyes water."

"I pulled into the station and asked the men to look at my car," he testified. "When I got back in it some Hull-Dobbs salesmen came over and started kidding me about trading my Continental for a Ford."

Agreed To Move

He said Hopper asked him to move and he replied, "Yes, sir, I will."

Three girls then rushed over and asked for autographs.

"I was writing my name, and trying to hurry, when Mr. Hopper asked me to move again. There were people in front of the car and you don't just drive off suddenly when people are friendly and talking to you.

"I signed the autographs and was turning on my key when he reached in the window and hit me on the head with his hand.

"I was more or less stunned because I wasn't expecting that. I started to get out of the car and he pushed me back. Then I jumped out and hit him and he pulled a knife on me.

"Then that other gentleman, Mr. Brown, ran to me and said, 'You can't do that to him,' and swung at me. I don't remember whether I got hit or not but I hit him. Then the policeman stopped the fight."

Police Back Story

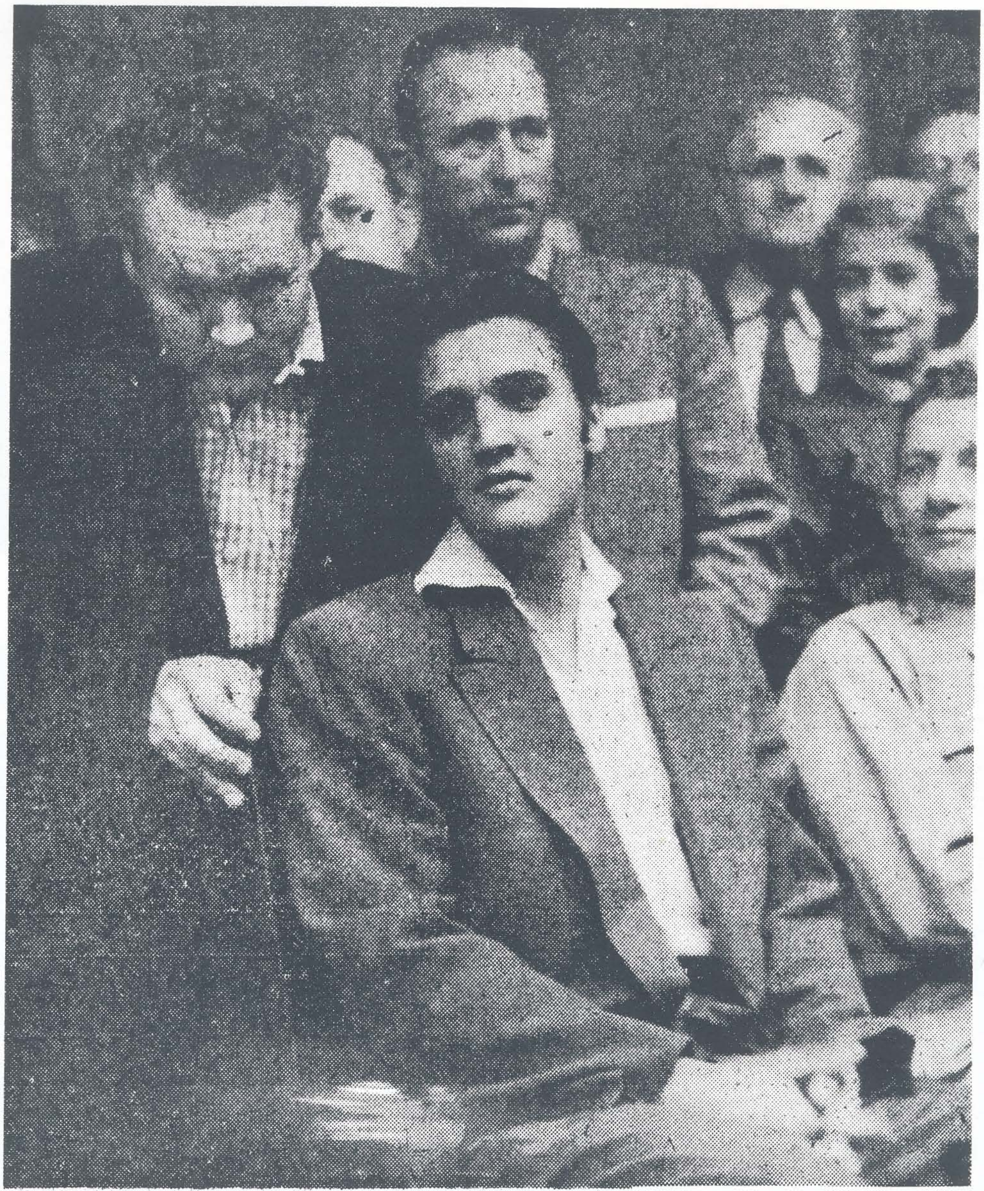
Patrolmen Tom Yaeger and R. E. Ferguson said Presley's story was correct. Patrolman Yaeger said, "His car was completely surrounded and he couldn't pull away. I was trying to clear some girls away from the front of the car when Hopper said, 'I don't give a damn if you're Elvis Presley' and reached into the car and struck him."

Patrolman Yaeger said Presley got out and knocked Hopper back about 10 feet with a blow. He said Hopper then drew a pocket knife with a three-inch blade.

"I saw the open knife in his hand. I jumped between Presley

THE LINEUP—The three principals in the fight at Gayoso and Second took the oath before acting Judge Sam Friedman. Edd Hopper (left) and Aubrey Brown (center) were fined for their parts in the fist fight.

Commercial Appeal, October 20, 1956.



FATHERLY ADVICE—Vernon Presley (left) gave advice to his 21-year-old son during the trial of Elvis and two gasoline station attendants in City Court yesterday. Charges against the rock and roll singer were dismissed.

and Hopper and told Hopper to go into the station. I was not holding Hopper when Presley hit him."

Mr. Hopper testified the pocket knife wasn't open and that Presley's car had his gasoline pumps blocked about 20 minutes. He claimed officers held him when Presley struck him.

Mr. Brown said he tried to hit Presley but missed. He said Presley had been asked to move in a "nice way" but had refused.

Advice From Court

Judge Friedman told Presley: "I realize your position and that crowds follow you wherever you go. I will give you this advice—in the future try to be considerate and co-operate with businessmen. Avoid crowds where business will be interrupted."

To Hopper and Brown he said: "You should have called police to move Mr. Presley if, as you have said, he stayed longer than a reasonable time. The law does not permit you to strike any man."

When the judge dismissed the singer's charges, people in the courtroom applauded. Judge Friedman pounded his gavel and said, "Stop this applause! This is a courtroom, not a show."

Earlier the judge told photographers they could shoot pictures in the courtroom but that he wouldn't permit flash bulbs.

Presley said he planned to leave last night for Biloxi, Miss., for a short vacation before appearing Sunday, Oct. 28, on Ed Sullivan's television show in New York.

When he walked into the street from the courtroom, motorists waved and yelled at him and pedestrians begged him to let them be photographed with him.

'Still My Friends'

"These people are still my friends," he said as a half-dozen screaming girls, all about 15, asked him for autographs.

A mounted policeman rode up on a horse and Presley said, "Say, you ought to come up to the house and see my mules. I've got two Mexican burros. Come and see them."

A little woman, about 65, stood in front of him and said, "I'm just an old lady but I like you too."

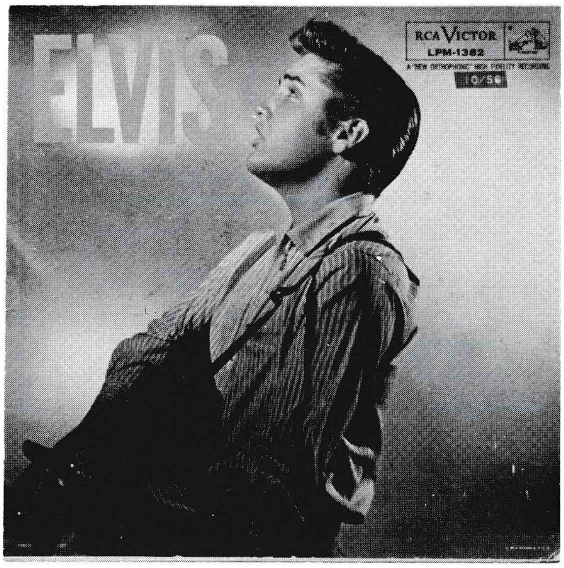
Presley reached down, took her face in his hands.

"You look like you're about 25 years old to me."

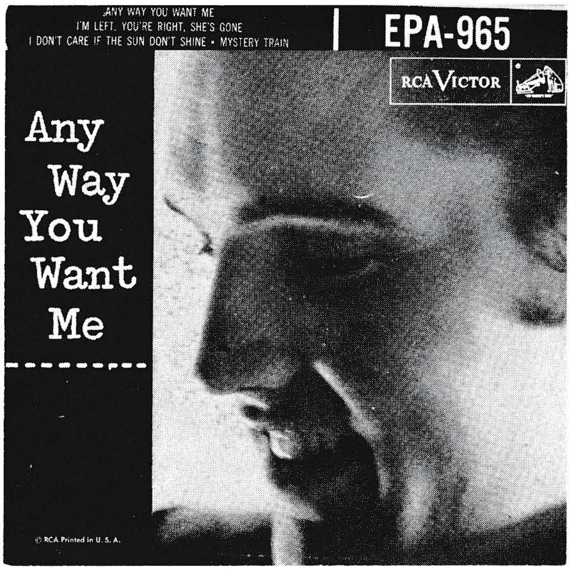
As he drove away in his car, she turned to another woman and said, "Isn't he a dandy?"

Commercial Appeal, October 20, 1956.

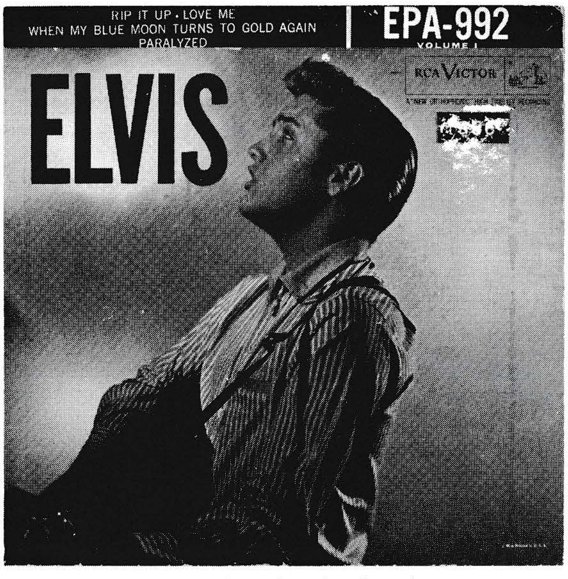
On October 19 RCA-Victor released their second LP with Elvis. Simply named "*Elvis*" it contained "*Rip It Up*," "*Love Me*," "*When My Blue Moon Turns To Gold Again*," "*Long Tall Sally*," "*First In Line*," "*Paralyzed*," "*So Glad You're Mine*," "*Old Shep*," "*Ready Teddy*," "*Anyplace Is Paradise*," "*How's The World Treating You*" and "*How Do You Think I Feel.*" The LP entered the *Billboard* Best-Selling Pop Album Chart on November 17 at position seven. It reached the number one spot three weeks later and stayed there for the following five weeks. The album held the number two spot for ten weeks and stayed on the chart for a total of 31 weeks. On the same date RCA released their sixth and seventh EP with Elvis. Called "*Any Way You Want Me*" the sixth EP included the title track as well as the following three SUN-songs: "*I'm Left, You're Right, She's Gone*," "*I Don't Care If The Sun Don´t Shine*" and "*Mystery Train.*" The seventh EP was called "*Elvis, Volume I*" and contained the following four tracks from Elvis' second LP: "*Rip It Up*," "*Love Me*," "*When My Blue Moon Turns To Gold Again*" and "*Paralyzed.*" The song "*Love Me*" entered the TOP 100 on November 7 at position 84, peaked at position six and stayed for 19 weeks. On November 21 "*When My Blue Moon Turns To Gold Again*" entered the TOP 100 at position 94, peaked at number 27 and stayed for 15 weeks. "*Paralyzed*" entered the chart on December 19 at position 78, peaked at 59 and stayed seven weeks. "*Elvis, Vol I*" entered the EP chart on November 9, 1957, at position 9, peaked at number one for two weeks and stayed on the chart for 25 weeks.


ELVIS
RCA VICTOR
LPM-1382
A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING

The LP "*Elvis*," released October 19, 1956.


ANY WAY YOU WANT ME
I'M LEFT, YOU'RE RIGHT, SHE'S GONE
I DON'T CARE IF THE SUN DON'T SHINE • MYSTERY TRAIN
EPA-965
RCA VICTOR
Any Way You Want Me
© RCA Printed in U.S.A.

The EP "*Any Way You Want Me*," released October 19, 1956.


RIP IT UP • LOVE ME
WHEN MY BLUE MOON TURNS TO GOLD AGAIN
PARALYZED
EPA-992
VOLUME I
ELVIS
RCA VICTOR

The EP "*Elvis, Vol I*," released October 19, 1956.

Elvis visited the Plaza on Saturday night, October 20. It was later said that some youngsters had hurt his Cadillac, which was parked at the Plaza, but Elvis said the cracked windshield and the dents were souvenirs of his Texas tour.

On Sunday night Elvis, along with Hollywood friend Nick Adams, ate spaghetti at Dewey Phillips', where Elvis mentioned that he would leave by train Wednesday for New York and his second appearance on the *Ed Sullivan Show*. "I like trains," he said. "Get to see things, get a little rest, read and use the typewriter." Why the typewriter? "Nick and I are writing a book about what we think about things."

The short Biloxi-vacation Elvis mentioned in the *Commercial Appeal* never took place, as Tom Diskin, Col. Parker's right hand, sent out telegrams to Elvis, his band and the Jordanaires and called them to rehearsal at Elvis' house on Monday, October 22.

Clarence Harwell, owner of the Gulf service station where Elvis had his altercation with the two attendants, went out to the Presley home on Audubon Drive and apologized to Elvis and his parents on Wednesday afternoon, October 24. Harwell, at his own request, repeated the apology the next morning before the press. He said that he would have to let Hopper go. "I'm just a little operator, trying to get along. This thing has hurt me a lot, and business has been bad." Elvis asked Harwell not to fire Hopper, because he probably had a family and he didn't want to hurt him. "I'm sorry it happened. It was one of those things that happen in life. We regret it, but it is too late," Elvis said. Hopper wasn't let go immediately, but stayed on a few days while he looked for another job. Elvis didn´t leave for New York on Wednesday as he had said a few days earlier. Instead he and Nick Adams visited Dewey Phillips at WHBQ on Wednesday night where Dewey taped an hour with Elvis and Nick.

Elvis and Clarence Harwell on October 25, 1956.

On Thursday morning, October 25, Elvis revealed that he was considering buying a farm near Memphis, probably in Mississippi. He didn't want it to be so far away he couldn't get into town quick any time he wanted to. "It would probably be a cotton and corn farm," he said. His latest acquisition was a pair of burros, which Col. Tom Parker had sent as a gift from somewhere in Texas. Elvis had laughed at a suggestion that he stabled them with the Cadillacs. Instead he had them boarded out with a friend who had a farm. At this time Elvis

already had a chow pup, named Sweet Pea, and a monkey ("Gosh no, I can't play with him, he's a mean little dickens," Elvis said.) Elvis, who had said earlier that he would leave for New York Wednesday night, left by train Thursday night instead. During my research I have come across a couple of contradicting articles, and the following from *Indianapolis News*, October 25, 1956, is one such. Headlined "Elvis Stops Off Here" it goes like this: "Hip-swinging singer Elvis Presley stopped in Indianapolis briefly today while he had the two front wheels on his baby blue Cadillac balanced. Presley and several members of the band that backs him up during his free-wheeling stage appearances spent about 20 minutes at the Jones & Maley auto agency, 2421 E. Washington. One member of the crew told employees of the firm that they were en route to California. Presley's car had girls' names scratched into the paint, one observer said." According to the *Memphis Press Scimitar* of October 26 "Elvis was getting ready to leave by train last night (October 25) for New York." Take into consideration that Elvis accepted an apology in public on Thursday morning October 25 and that a drive from Memphis to Indianapolis would take between 6 and 8 hours, then there is no way that he could have been in Indianapolis to appear in the *Indianapolis News* on October 25. Apparently, someone else pretended he was Elvis, or the newspaper is dated wrong, which occasionly did happen. The fact is that Elvis left by train Thursday night, October 25, for New York.

Elvis at press conference in New York on October 28, 1956. Nick Adams is seen behind Col. Parker.

In New York, on Sunday, October 28, Elvis was the center of a good deal of attention. The Elvis frenzy started at noon at Times Square in front of the Paramount Theater, where about a thousand of his fans had been lured for the

unveiling of a forty-foot "statue" of their hero over the theater marquee. During the afternoon, he rehearsed for his evening appearance and gave a press interview, in which he proved to adult reporters that he was a polite, personable, quickwitted and charming young man. After the rehearsal and interview was over, Elvis received a Salk polio vaccine shot, courtesy of the City of New York. The needle was applied by Dr. Harold Fuerst of the Health Department while Dr. Leona Baumgartner, the Health Commissioner, stood by. It was in connection with this vaccine shot that Elvis recorded an interview for the March Of Dimes drive to raise money for polio victims. The drive would begin on Wednesday, January 2, 1957 and end on Thursday, January 31, 1957. The record was sent out to radio stations and was to be played only during the above mentioned period of time and then be destroyed. Here follows the Elvis part of the record.

Deejay: **According to *Variety*, the show business newspaper, and I quote: "Controversy has always meant cash in show biz and the latest proof is Elvis Presley, whose jet-propelled career..." well, the rest of the story is something any pop music fan can write for himself. But for the straight story, here is the man himself, Elvis Presley!**

Elvis: **Well, there´s one thing I´d like to know right away. What´s so controversial about me?**

Deejay: **That puts me in a bad spot right away. You´re the one who´s supposed to be answering the question.**

Elvis: **Well, no offense meant, but all right, I´ll answer it. Some people seem to have the idea I´m a controversial influence on the young folks. Whatever I do I always want to do my best for the teenagers. I certainly never want to do anything that would be a wrong influence. When I sing I just, I just sing from my heart.**

Deejay: **Well, it´s pretty apparent the people like you too, Elvis, sideburns and all. In 1956 your record sales totalled up to a fantastic ten million. To what do you attribute that Elvis?**

Elvis: **Well, now you´re putting me on a spot. Some people say it´s because I´m offering folks a new kind of rhythm. I really don´t know about that, though. Actually, my kind of rhythm is really about as old as music itself.**

Deejay: **Let´s put it this way, Elvis. What you´re really doing is giving the public something old, something new, nothing borrowed, with a touch of the blues. Would you agree to that?**

Elvis: **Yeah, I´ll buy it. But there´s one thing I´d like to say, and that´s this: as long as I live I´ll never stop being grateful to the American people for giving me this big break.**

Deejay: **And so young in life, too.**

Elvis: **Yeah, that´s right. And that kind of leads me into the reason for being here. You know, so many kids, and**

adults too, have gotten just about one of the roughest breaks that can happen to a person. I am talking about polio. Sure, we´re on the way to conquering it, thanks to the Salk vaccine, but take it from me, it sure isn´t licked yet. Right some 80.000 polio victims need help. Some of them are paralyzed so that they can´t even move a finger. Most of the others can´t do the simplest everyday things that we take so much for granted. But the situation isn´t hopeless. We can help these people. And the way to do it is this: Join the 1957 March Of Dimes. Please, it´s very urgent. Give every dime and dollar you can to this great cause.
Deejay: Well, you´ve got a lot of fans out there, Elvis. I know they´ll heed your words. And I also know they´re waiting for a song. What´ll it be?
Elvis: Ahh, we´ll do "*Love Me Tender*" for them.
Elvis sings: "*Love Me tender*"
Elvis: This is Elvis Presley again. Don´t forget folks, give a break to a polio sufferer. The need is urgent. Join the 1957 March Of Dimes, thanks.
Deejay: Thank you, Elvis Presley. All I can add is, don´t abandon those polio victims who so desperately need your help. Send your dimes and dollars to your local March Of Dimes headquarters.

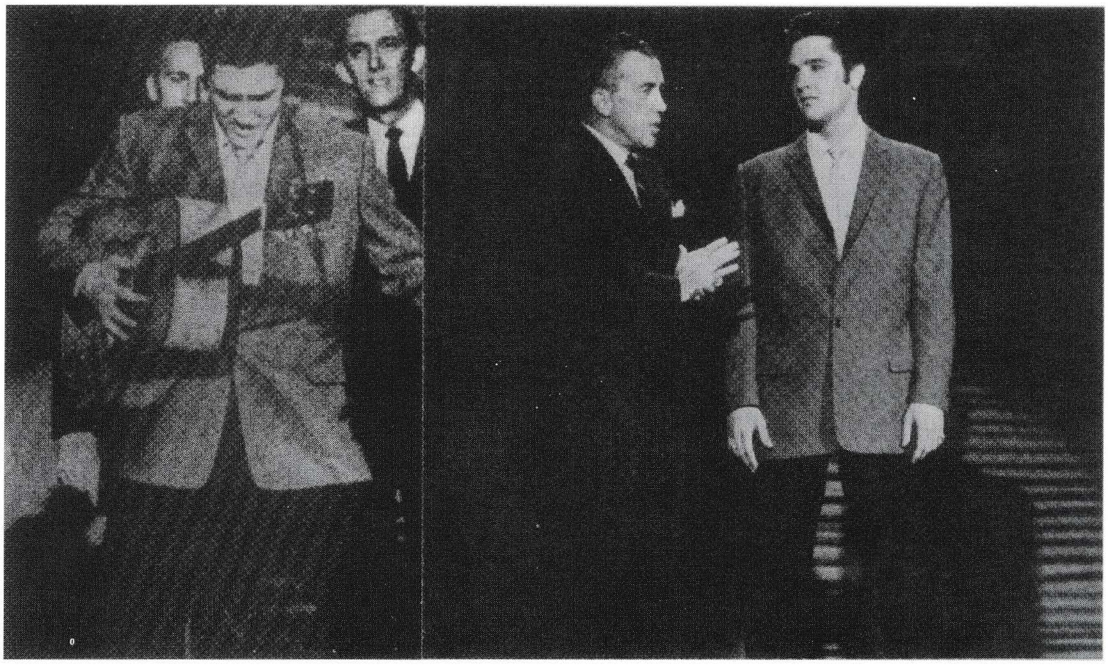
The *Ed Sullivan Show*, which included songs from the Broadway musical show "*The Most Happy Fella*" with Robert Weede, Jo Sullivan, Senor Wences, Joyce Grenfell and Elvis, started at 8:00 p.m. and Elvis' participation this time was divided into three parts. This was a very smart move by Sullivan, as it made it next to impossible to watch the NBC screening of Garson Kanin's "*Born Yesterday*," without missing either a lot of Elvis or a lot of the film. The *Ed Sullivan Show* ended up getting a Trendex rating of 39.1 compared with 18.4 for "*Born Yesterday*." The show went like this:

Sullivan: And now, here is Elvis Presley!
Elvis: Thank you!
Elvis sings: "*Don´t Be Cruel*."
Elvis: Thank you, thank you very much.
Sullivan: And now, now Elvis is gonna sing for you the theme song of his new 20th Century Fox picture and later in the evening I want you to meet Robert Webb, who directed it. Now, the song as he does it in the picture "*Love Me Tender*" is where his three brothers has come home from the Confederate Army. He is the younger brother, who's been left back home and he sings this song to his mother and his young bride. This is "*Love Me Tender*."
Elvis sings: "*Love Me Tender*."
Sullivan: Now, Elvis is gonna be back in just a couple of minutes.
Elvis: Will I?

Sullivan: Yeah! You're gonna be back in just a couple of minutes.

Elvis: Oh yeah! I'll go out back.

Sullivan: Fine, ahh wonderful. Come on, all of you. He'll be coming back in just a little while to sing you some more songs and then he's gonna make another appearance in the last part of the show. I can't figure this darn thing out, you know, he just does this (wiggles) and everybody yells.



Elvis on the *Ed Sullivan Show*, October 28, 1956.

Sullivan: Now, ladies and gentlemen, for his second appearance of three appearances on our show tonight, Elvis Presley!

Elvis: Thank you very much, thank you very much Mr. Sullivan! Ahh, friends, we would like to do a number for you from my new album. It was just released by RCA Victor this week. With the help of the Jordanaires friends, we would like to do one called "*Love Me*." It's a new one out there, isn't it?

Elvis sings: "*Love Me*"

Sullivan: Ladies and gentlemen. Yes that's right, Elvis Presley!

Elvis: Ladies and gentlemen ahh, could I have your attention please, ahh, I'd like to tell you we're gonna do a sad song for you. This song here is one of the saddest songs that we've ever heard. It really tells a story friends, beautiful lyrics. It goes something like this.

Elvis sings: "*Hound Dog*"

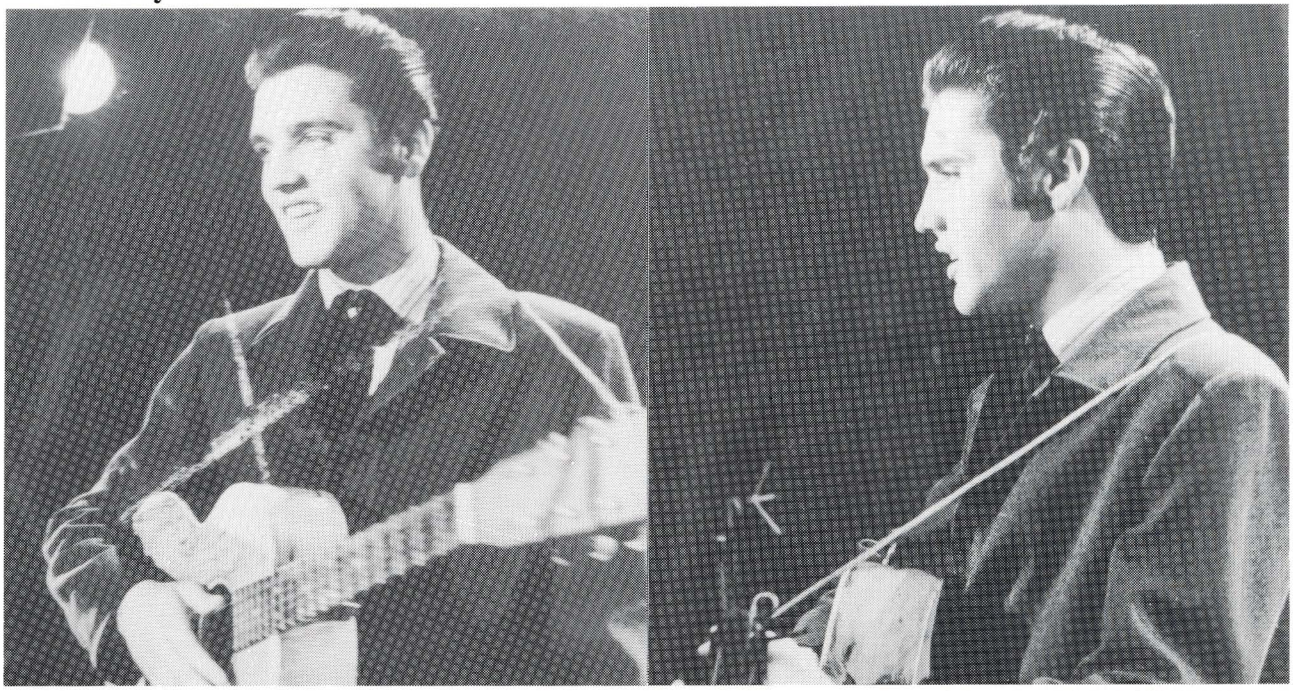
Elvis: Ladies and gentlemen ahh, I'd like to tell you friends, I'd like to tell you. Please, ladies and gentlemen. I'd

> like to tell you that on Thanksgiving Day, I think that our new picture is to be released and ahh, and also we'll be back with Mr. Ed Sullivan in January. We'd like to thank all the millions of wonderful people who've watched in tonight. Friends, and ahh, and ahh, I'd like to say this "Until we meet again, may God bless you as He's blessed me." Thank you very much.

Dewey Phillips, who had gone to New York with Elvis, was very excited about how Elvis put his foot down hard and got him a ticket for the show. They tried to go see "*Giant*" twice, but had to go back to the hotel as Elvis was being mobbed by fans all the time. While Elvis was in New York he called Natalie Wood in Hollywood and arranged for her to come and visit him in Memphis a few days later. Dewey Phillips also got to talk to Natalie Wood as well as Kim Novak, as Natalie Wood was at a party at Kim's house. Also during Elvis' stay in New York, he was reported to have signed a new contract with RCA Victor, which would give him the same royalty as before, which was 5 per cent. An RCA spokesman said RCA had sold $12 million worth of Elvis records so far this year (a royalty of $600,000 for Elvis). This would put Elvis' income over $1,000,000 for 1956.

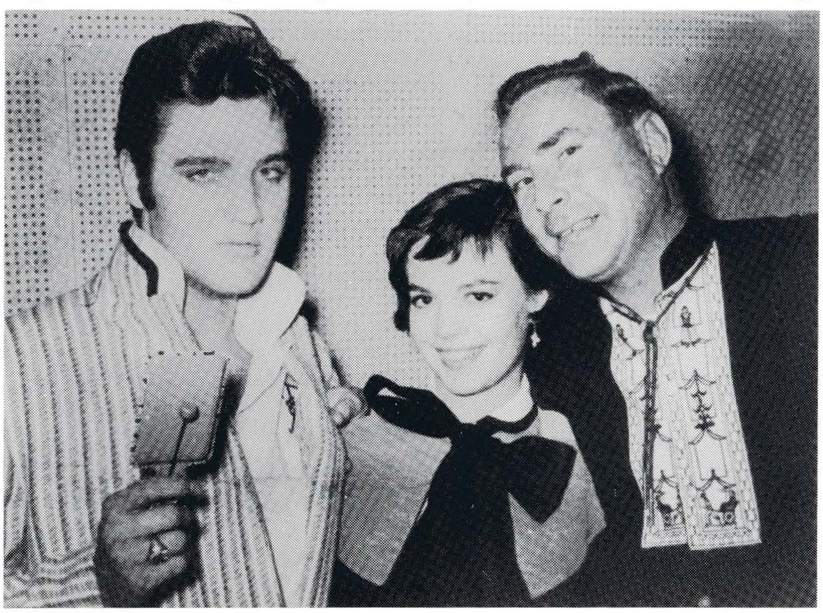
Elvis signs autographs outside the Junco Studio on October 29, 1956.

The next day, Elvis went to the Junco Studio where he was filmed in a new sequence for his motion picture "*Love Me Tender*," in response to demands of fans who didn't want him to die in his movie. The sequense filmed, was the one that ends the movie, where you see Elvis' "ghost" sing the title tune, as his mother, brothers and widow go back to their home from Elvis' grave. Footage from this day can be seen in both "*This Is Elvis*" and "*Elvis In Hollywood*" as well as in other documentaries on Elvis. Afterward, Elvis signed autographs in the doorway to the studio.



Elvis filming the end of "*Love Me Tender*" at Junco Studio in New York on October 29, 1956.

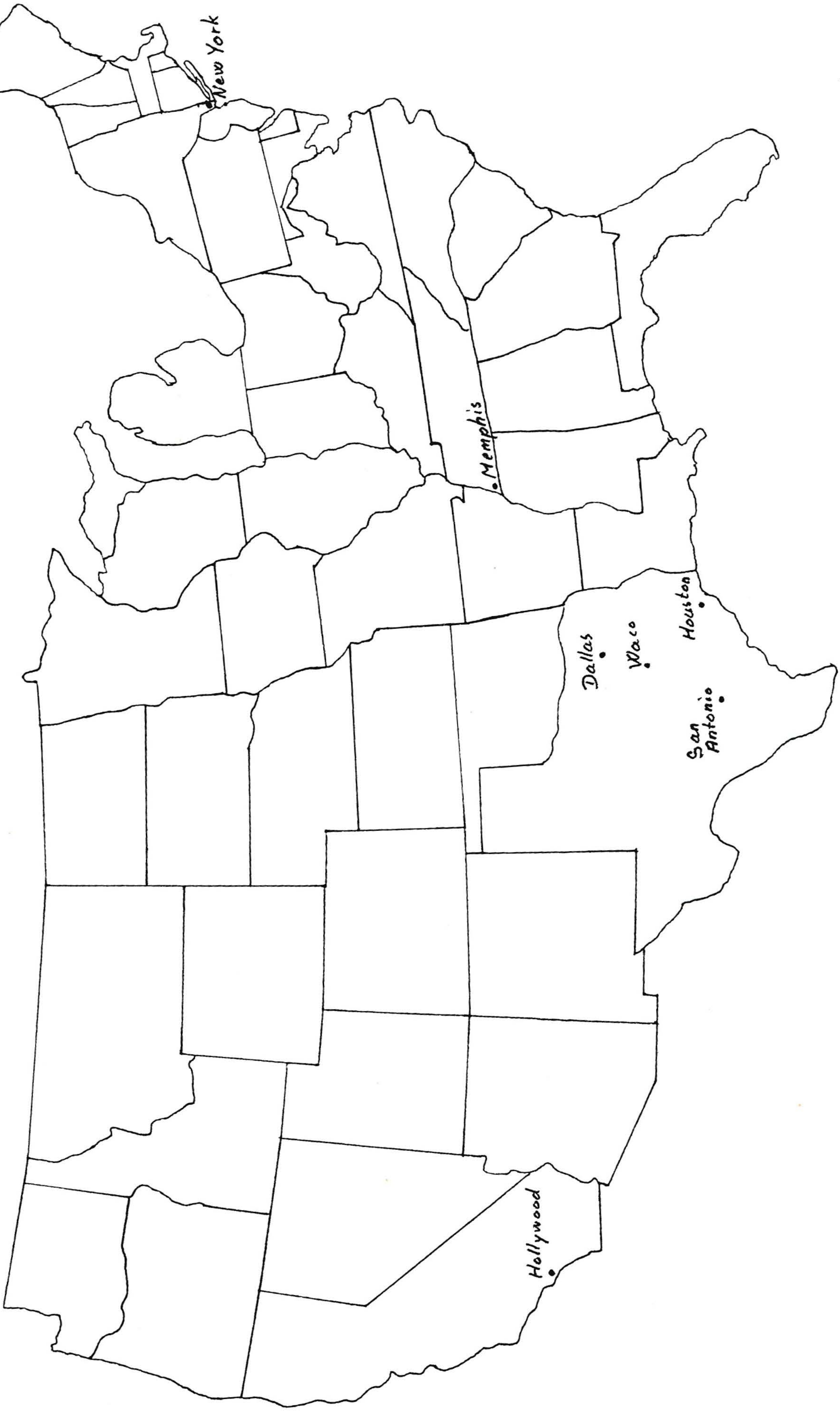
Elvis took the train home on October 30 and the next day Natalie Wood flew in under an assumed name, but she was promtly recognized by the youngsters. Elvis took Natalie on a round of his favourite Memphis haunts, in company with their mutual friend, Nick Adams. One of their first stops was Dewey Phillips' *Red, Hot and Blue* show on WHBQ. Later on they went to Loew's State for the last showing of "*Best Things In Life Are Free*," and visited with manager Arthur Groom.



Elvis with Natalie Wood and Dewey Phillips on October 31, 1956.

October 1956

1. m		Culver City, Ca.	
2. t		Culver City, Ca.	
3. w		Culver City, Ca.	
4. t		Culver City, Ca.	
5. f		Culver City, Ca.	
6. s		Culver City, Ca.	
7. s		Hollywood, Ca.	
8. m	Finished "Love Me Tender"	Culver City, Ca.	
9. t			
10. w			
11. t	Cotton Bowl Stadium	Dallas, Tx.	8:00
12. f	Heart O' Texas Coliseum	Waco, Tx.	8:00
13. s	Sam Houston Coliseum	Houston, Tx.	4:00, 9:00
14. s	Bexar County Coliseum	San Antonio, Tx.	3:00, 8:00
15. m	Arrived home to	Memphis, Tn.	
16. t	Dined at State Cafe w Dewey	Memphis, Tn.	
17. w		Memphis, Tn.	
18. t	Ed Hopper fight, 5 p.m.	Memphis, Tn.	
19. f	Ed Hopper trial, 9 a.m.	Memphis, Tn.	
20. s	Visited Plaza	Memphis, Tn.	
21. s	Visited Dewey w Nat & Nick	Memphis, Tn.	
22. m	Rehearsal at 1034 Audubon	Memphis, Tn.	
23. t		Memphis, Tn.	
24. w	Station owner visits	Memphis, Tn.	
25. t	Boarded nighttrain in	Memphis, Tn.	
26. f	Evening arival in	New York, N.Y.	
27. s		New York, N.Y.	
28. s	M. Elliot Theater, 2nd Sullivan	New York, N.Y.	8:00
29. m	Junco studio, new "LMT" end	New York, N.Y.	
30. t	Arrived home late to	Memphis, Tn.	
31. w	Natalie Woods visits	Memphis, Tn.	


New York
Memphis
Dallas
Waco
Houston
San Antonio
Hollywood

November 1956

On November 1, Elvis paid a visit to the Assigned Risk Insurance Co. on 1666 Madison to have his Continental Mark II insured. On the insurance form it said that the registration number was 2D-35184, that he estimated to drive the car 5,000 miles during the next 12 months and that he owned six vehicles. While in town he bought himself a new motorcycle. Later in the day Natalie Wood, clad in jeans, climbed up on a seat behind him and they gunned out from his driveway and roared around the Memphis streets for three hours accompanied by a motorcycle policeman and Nick Adams, who was riding Elvis' old motorcycle. Natalie had left Hollywood without telling her studio, and Herb Pickman, Warner publicist, called to find out what the score was, but things were soon reported back to normal. The following day Elvis, Nick and Natalie were out riding motorcycles again.

Wink Martindale, a WHBQ radio disc jockey, set off a teenage stampede early Saturday morning, November 3, when he announced on his program, which began at 5 a.m., that it was "Elvis Presley Day" on WHBQ. Martindale had Cliff Gleaves, one of Elvis' friends, standing next to him, telling over the radio that Elvis would be at the station later in the morning. A group descended on the studio before 7 a.m. and kept coming in increasing numbers until an estimated 200 were jammed in the studio. At 2:15 p.m. Martindale admitted that his promise to the listeners was a hoax. He said Elvis had not made any commitment about appearing on his radio program, but had said he "would try" to "get by" WHBQ television studio during the afternoon for Martindale's tv program "*Dance Party*." Martindale talked to Elvis' father and Elvis was "still sleeping" at noon. Elvis' guest, Natalie Wood, returned to Hollywood in the evening.

On Monday evening, November 5, Elvis made a surprise visit at the opening of the nation's first policesponsored Beginner Driving Range in Memphis. Outside the classroom stood three shiny new 1957 Chevrolets with dual controls, donated by the Chevrolet Motor Co. and three Memphis Chevrolet dealers. There was also a cut-away chassis of a 1957 Ford to show the students how an auto worked. Elvis didn't steal the show, instead he helped put the show on the road and told the 31 students that "If there is anything I can do to set an example, I want to do it." Four years earlier Elvis had participated in the first annual Road-E-O, a safe driving contest for teenagers, in which he ended up as one of the finalists, so it was quite in order for him to be there. Ed Hopper, who was fined $26 on an assault and battery charge for his row with Elvis in October had begun to receive help to pay the fine as people had started to send in letters including $1 for his fine. Although Elvis was not listed on the ballot in the general election, he drew one vote for president in Lowndes County, Ms. At Deland, Fl., Elvis got two votes for county commissioner and at Maryland, Tn., he received one write-in vote for president. During this time hardly a week passed by without at least one young girl ran away from home and came to Memphis in an effort to see Elvis. One by one they had been picked up by police, sent to the Juvenile Court and held until their parents had come for them. They did not get to see Elvis, as he did not want them to run away from home in an effort to see him. Elvis' mother had taken the position that no run-away could see her famous son. She had stated in letters to would-be run-aways that "they must come to Memphis with their parents if they want to see Elvis, and even then they can't be assured of seeing him."

On Tuesday night, November 6, a six-foot cardboard cutout of Elvis was stolen from the Arkansas Theater lobby in Little Rock. A big delegation of Memphis singers headed for Nashville, Tn. and WMS' annual *Country Music Disc Jockey Festival.* Elvis was the most played country and western artist according to the *Billboard* disc jockey charts of the past year. He also placed in the balloting for jockeys' favourite records of the year with at least three discs each in the pop, country and western and rhythm and blues fields. His initial album also placed in the voting for jockeys' favourite album of the year. Singer Andy Starr of Greenville, Tx., with long black hair and sideburns, stepped out of a car at a hotel in Nashville and into a crowd of screaming teenagers, who had been waiting for hours after a rumour went around that Elvis would show up for the festival. Spotting Starr, they ripped off the pockets of his coat, snatched the buttons from his coat and shirt and even got his shoe laces. Police finally pulled him into the hotel. Elvis did not attend the festival.

On Thursday, November 8, a report got around that Elvis had been injured in a traffic mishap, which many thought had happened while the rock and roll king was squiring Hollywood starlet Natalie Wood about on his new motorcycle. A check with police and hospital emergency rooms showed the report to be false. In fact, Elvis boarded a train and left for Las Vegas, Nv. via Los Angeles on this day. A Hollywood photo house had received their largest order ever from a star, when one million pictures of Elvis had been ordered. Tom Diskin, an associate of Elvis' manager, Col. Tom Parker, explained that the order was for paper prints to be given away in connection with the opening of Elvis' first movie, which would open locally at Loew's State November 21, the theater from which Elvis was once fired as an usher - for fighting.

Elvis sneaked into Las Vegas early in the morning of November 10, and immediately locked himself into a New Frontier suite. Close on his cowboy heeled boots came a snarling, squealing, pleading horde of teenage girls, who had already gotten the scent of the affluent singer´s appproach. In no more time than it took to say "I'm Nothing But a Hound Dog," the hotel was a swirling mass of bobby soxers, young and old. Looking sexier than ever (he hadn't slept all the way in from Los Angeles) Elvis opened the door wide enough to tell reporters that he and his manager, Col. Parker, were meeting with the New Frontier's Sammy Lewis, who was on his way helter skelter from Paris, France via New York. Parker stoutly maintained that Elvis would be more than happy to play the Venus Room of the New Frontier for $50,000 a week or a sum in that vicinity. Elvis had played the Venus Room in April for two weeks at $7,500 a week. At sunset as the crowds of clawing admirers began to increase, Elvis and his group sneaked out the back door and made a rush visit to the barbershop in the lobby for a haircut. A sheriff's guard held the crowd at a distance while Elvis combed his hair and turned up his collar in preparation for a few casual pictures. He posed with his manager, with hotel president Bill Simmonds, the hotel manicurist and with several of his friends. But the screams of the girls did not subside. As he made his exit from the barbershop teenagers held out their arms to get the famous Elvis signature inscribed upon them. With a few smiles and words Elvis took each arm that was thrust toward him and fullfilled their wishes. Men and women, as well as teenagers, followed Elvis as he made a quick exit from the hotel. He glided away in a fuchsia limousine, property of the hotel, and left many disappointed fans who had not yet felt the Presley touch. Somehow the teenagers tracked him down and were still on his trail when he and his cohorts thought they were well out of sight.

Elvis on his way to a haircut in the New Frontier Hotel in Las Vegas on November 10, 1956

Fourteen-year-old Martin Ritchie of Chicago joined five other teenagers Monday night, November 12, in a joking attempt to hang Elvis in effigy. The prank cost him his life. The teenagers had decided to make a dummy of Elvis and hang it from a light post. Young Ritchie climbed the pole with the rope in his hands and when he touched the lightshade 5,000 volts of current passed through the boy's body. He slid halfway down the pole and fell to the ground. He died soon afterwards at Holy Cross Hospital.

In Las Vegas Elvis stopped at Jack Garn's, who owned a men's shop on the Strip. When Elvis walked in to try on a sport coat, he had to do so while hundreds of curiosity seekers looked on. The only guy who didn't seem unhappy by it all was Garn himself. He insisted that Elvis touch all the garments on the rack, especially those which hadn't sold too well. Later on, after Elvis was allowed to return to his suite at the New Frontier for a quick nap and a much slower brushing of his famous, untouchable sideburns, he and his group went into the Venus Room for the show. All jaws ceased chewing the moment the great one's presence was noted. Plates clattered noisily, spoons dropped and elderly ladies squeaked like unoiled doors.

Elvis with the Sparkeltones in LasVegas, Nv. in November 1956.

Elvis and Alis in Las Vegas, Nv. in November 1956.

While in Las Vegas Elvis visited with Alis Lesley, his feminine counterpart, backstage at the Silver Slipper. "Alis is the most natural rock and roll singer I have ever heard outside of Elvis Presley," said Elvis himself.

On Thursday night, November 15, Elvis was at the ringside for Liberace's late show, but he could not join the controversial piano-player because of the American Guild of Variety Artists rules. After the final curtain Elvis and Liberace had themselves a ball when an estimated 200 of the 1,000 persons who packed the Clover room, followed them backstage at the Riviera Hotel. Hotel guards had to be called and when the bedlam finally quited down Elvis and Liberace posed for the photographers. It was reported that Elvis and Liberace exchanged jackets and started a jam-session. I doubt if they actually did exchange jackets. If you examine photos from this jam-session you will notice that Liberace´s jacket and tie matches each other. And I have never seen Elvis wear the striped jacket, which supposedly should belong to him, on any other photographs. They most likely just exchanged musical instruments. Elvis played a little bit on a piano while Liberace strummed a guitar and Elvis, I´m sure, did the piano-playing much better than Liberace played the guitar. The excited spectators didn't seem to mind that the music wasn't too good.

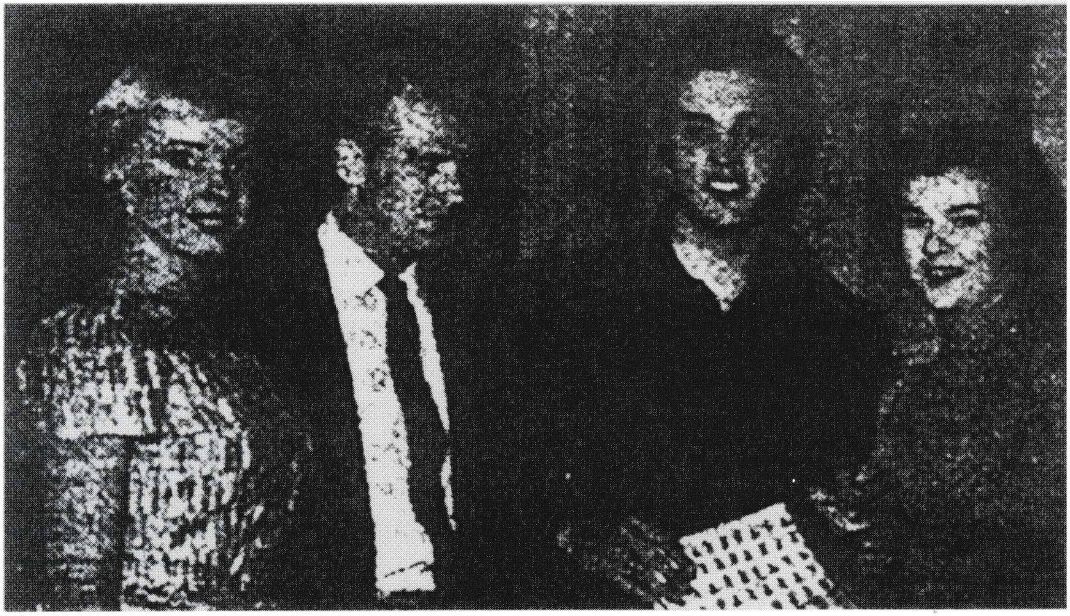
Elvis and Liberace got together for the photographers after Liberace had ended his show on November 15, 1956.

Elvis' first motion picture, "*Love Me Tender*," opened at the Paramount Theater in New York on Thursday, November 15. Most often books and documentaries have stated that the movie had its world premiere on November 16. This is not the case. The reason probably is that the review of the movie appeared in the papers on November 16 and they never bothered to check that the premiere was the previous day. Girls started to queue up at 10:30 the night before. Many of them thought Elvis would be there in person and weren't happy about it when they found out he wouldn't. But they stayed. "I love that boy to death," said a 48-year-old mother, "I would stand in line for a week." And her husband nodded. There were 1,000 on hand when the doors opened and 2,000 gifts of scarves, hats, campaign buttons, charm bracelets, all decorated with Elvis´ image or name, were gone in less than half an hour. "They'll never know what the film is about," commented a happy press agent. "The minute he starts to speak they scream."

Clarence Harvell, the owner of the Gulf station in Memphis, where two attendants battled with Elvis on October 18, sold his lease on November 17. Immediately after the two-punch brawl business had dropped almost to a standstill. Soon after the sale of the station it was reported that business had picked up at the station again.

A music therapist, Dr. Florence Chambers, credited Elvis with helping in curing mentally ill patients. She said that they - according to Freud - had lost their rhythm which music can give back to them. "As for Elvis," she said, "I can't stand the boy, myself, but his music is very good for the patients."

Elvis was one of the first purchasers of Christmas Seals in the Southern Nevada area when he and Roxanne Crosley and Marilyn Evans of the New Frontier Hotel chorus bought seals from Seal publicity chairman, Scott Griffith.



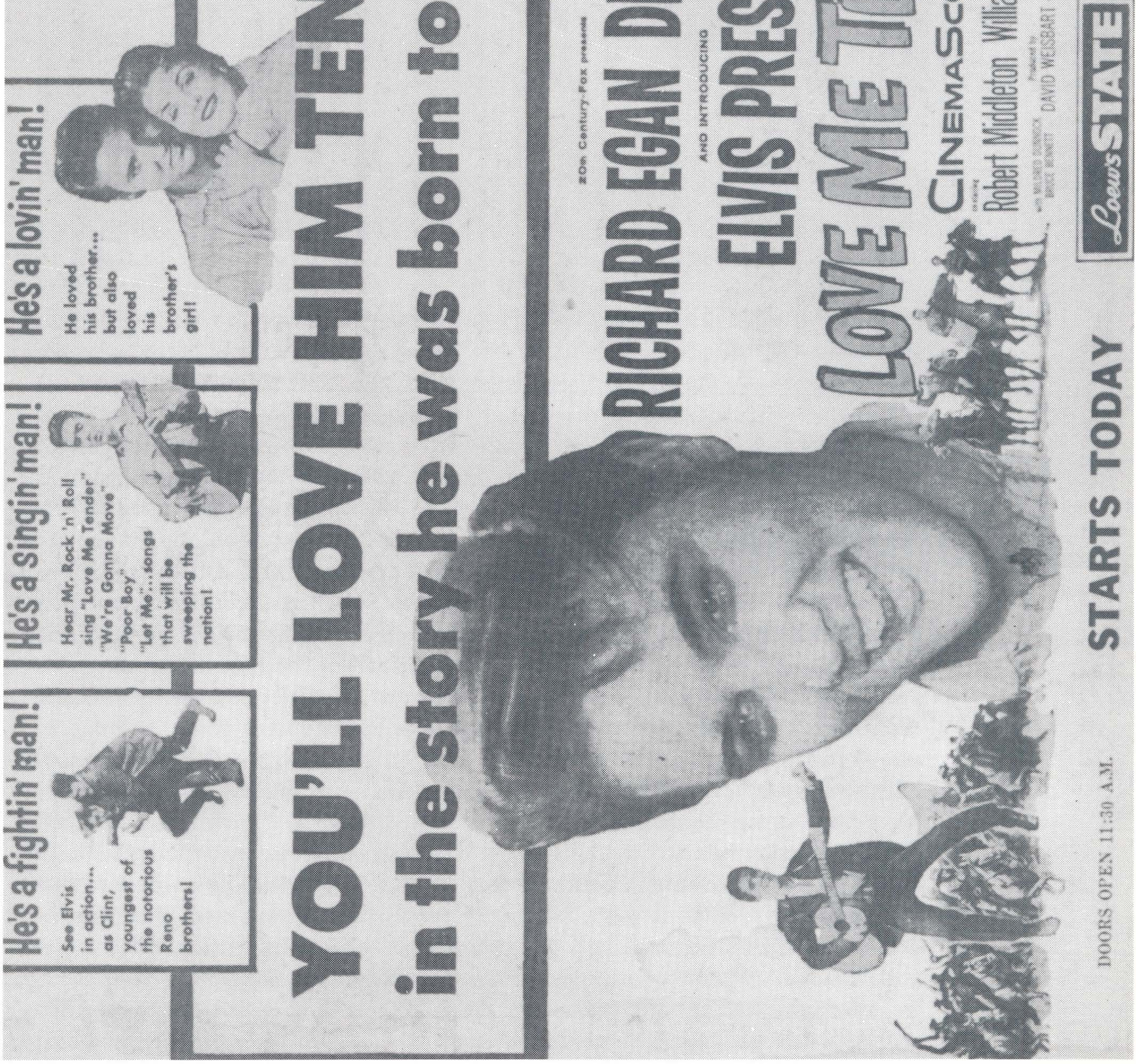
Elvis with Roxanne Crosley, Scott Griffith and Marilyn Evans in Las Vegas during Elvis´ vacation in November.

On Sunday, November 18, Elvis appeared on the *Ed Sullivan Show* again. The film clips Sullivan showed from "*Love Me Tender*" were the high point of the show. Sullivan prophesied that theater-goers were going to discover that Elvis had more acting talent than they might have suspected. Bing Crosby went on the air publicly for the very first time about his opinion of Elvis in a Mutual network interview. "Presley is a real good singer - carries a tune quite well," he said. "He could be even more successfull if he would only dress better, get a haircut, shave off his sideburns and stop wiggling. I have some extra sports jackets and I'll let him have them - just to show him how good he can look on stage." Out in Las Vegas it was announced that a special morning showing of "*Love Me Tender*" for local youngsters was planned for Friday, when Elvis' latest record album would be awarded. Did this mean it had gone gold?

Elvis arrived home from Las Vegas on November 20, along with friend Nick Adams, who flew in from Hollywood to join him. They went motorcycling in the blustery afternoon. Elvis saw his movie for the first time in a special midnight showing, prior to its opening at Loew's State the following day. He liked the movie and his parents, who also attended, were pleased. Others there: Nick Adams, manager Arthur Groom and his wife and children and Loew's Palace manager Skee Yowan with wife. Groom had planned to open the theater at 9:45 a.m. Wednesday, but the home office had instructed him to open at the usual time. They were afraid the early showing would encourage too many teenagers to play hookey from school that day so the box office would open at 11:30 a.m. Wednesday and the first showing of Elvis' eagerly awaited first movie would be at 12:05 p.m.

"*Love Me Tender*" had a mass 500-theatre saturation premiere throughout the country on Thanksgiving and was expected to cash in on the holiday. In most cities teenagers started to line up hours prior to the film's start and screams and sighs were heard throughout the entire film. The movie was doing big business

after two days in theaters all over the country. On its second day in Memphis, it was reported that it was the biggest single day of business in recent years and that business was six times average. Similar reports came in from all over the country. In several places the movie did so well they had to show it at two theaters at the same time.



He's a fightin' man!

See Elvis in action... as Clint, youngest of the notorious Reno brothers!

He's a singin' man!

Hear Mr. Rock 'n' Roll sing "Love Me Tender" "We're Gonna Move" "Poor Boy" "Let Me"... songs that will be sweeping the nation!

He's a lovin' man!

He loved his brother... but also loved his brother's girl!

YOU'LL LOVE HIM TENDER

in the story he was born to play!

20th Century-Fox presents

RICHARD EGAN DEBRA PAGET

AND INTRODUCING

ELVIS PRESLEY

LOVE ME TENDER

CINEMASCOPE

Robert Middleton William Campbell Neville Brand

with MILDRED DUNNOCK BRUCE BENNETT

Produced by DAVID WEISBART · Directed by ROBERT D. WEBB · Screenplay by ROBERT BUCKNER

STARTS TODAY

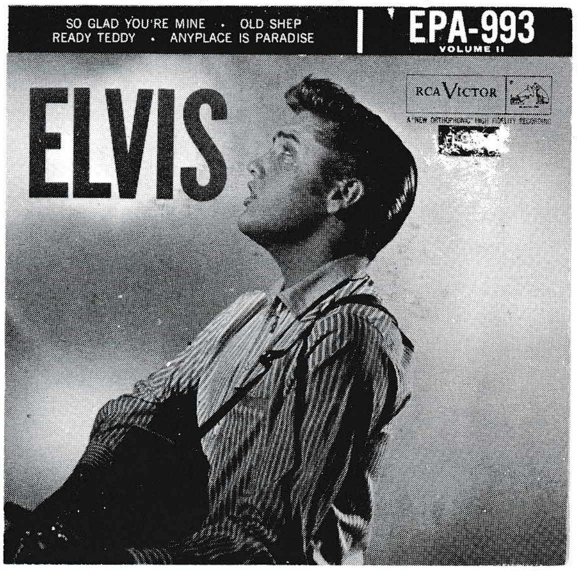
DOORS OPEN 11:30 A.M.

Loew's STATE

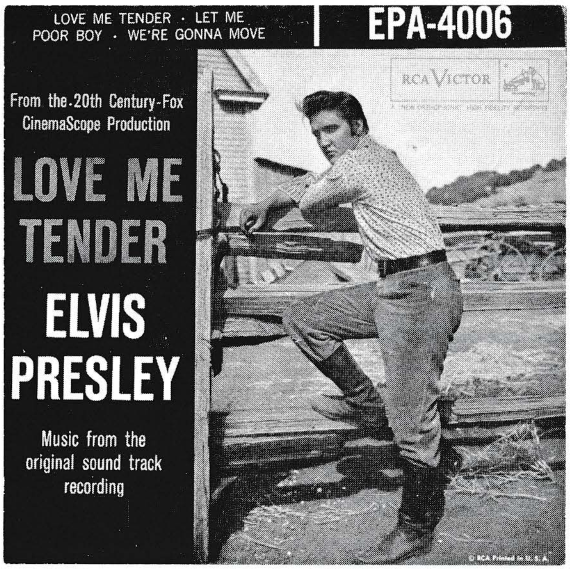
At Regular Prices

Press Scimitar, November 21, 1956.

On November 21 RCA-Victor released their eighth and ninth Elvis-EP in connection with the national premiere of Elvis' first motion picture. Called "*Love Me Tender,*" one EP contained: "*Love Me Tender,*" "*Let Me,*" "*Poor Boy*" and "*We're Gonna Move,*" all from Elvis' first motion picture. The EP reached position 24 on *Billboard*'s Best Selling Pop Album Chart and reached number nine on the EP chart. "*Poor Boy*" reached position 35 on the TOP 100. The last EP of the year was "*Elvis, Volume II,*" which contained "*So Glad You're Mine,*" "*Old Shep,*" "*Ready Teddy*" and "*Anyplace Is Paradise.*"


SO GLAD YOU'RE MINE · OLD SHEP
READY TEDDY · ANYPLACE IS PARADISE
EPA-993
VOLUME II
ELVIS
RCA VICTOR

EP "*Elvis, Volume II,*" released November 21, 1956.

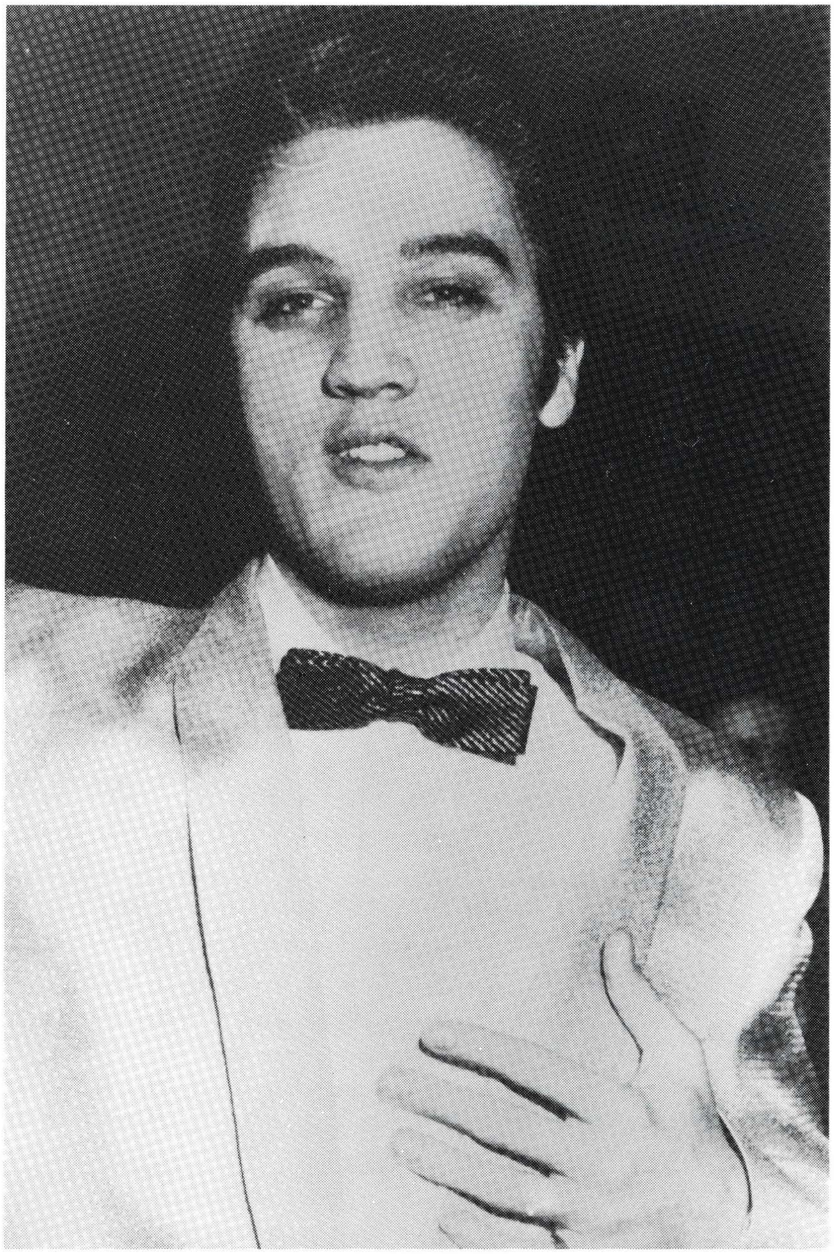

LOVE ME TENDER · LET ME
POOR BOY · WE'RE GONNA MOVE
EPA-4006
RCA VICTOR
From the 20th Century-Fox CinemaScope Production
LOVE ME TENDER
ELVIS PRESLEY
Music from the original sound track recording

EP "*Love Me Tender,*" released November 21, 1956.

In the meantime Elvis had arrived in Toledo, Oh., where he was to open his short four-city tour on November 22. He had to compete with himself, as "*Love Me Tender*" was shown at the local theater at the same time. Elvis waved his famous pelvis at 13,125 frenzied teenagers and some less enthusiastic adults at two performances at the Sports Arena. His half-hour of rock and roll songs, which he accompanied with torso twistings described in the burlesque trade as "bumps and grinds," followed two hours of hastily contrived vaudeville acts and a series of "warm ups" designed to put the kids in a proper emotional state to receive him. Elvis appeared on the stage after two hours of wholesome entertainment. He was immediately preceded by the Jordanaires who suddenly whipped the tempo into the pulsating rock and roll rhythm Elvis had made his specialty. The tension mounted until he appeared at the rear of the stage. He stumbled forward, looked about in an almost bewildered amazement and launched into his first number. It brought the house down. From the opening chord, nothing could be heard but a steady, high-pitched scream, pierced occasionally by pleas of "Over here, Elvis." "Friends," Elvis groaned, "there have been some requests for..." he paused to strike his trademark sideburns, "for a record of mine..." again he paused as if to remember the name "...*Don't Be Cruel.*" Again the deafening screams erased the song. The noise rose to a higher pitch each time Elvis writhed his torso in rhythm with the beat, or stumbled across the stage in a relaxation that bordered on utter collapse. He closed both his performances with "*Hound Dog.*" The screaming youngsters behaved very well at both shows until the final seconds of Elvis' 30-minute stints when they surged uncontrolably to the stage in a solid mass. But by the time they got there, Elvis was gone. He escaped through the rear of the arena to an auto that carried him to the Commodore Perry Hotel. After his two performances

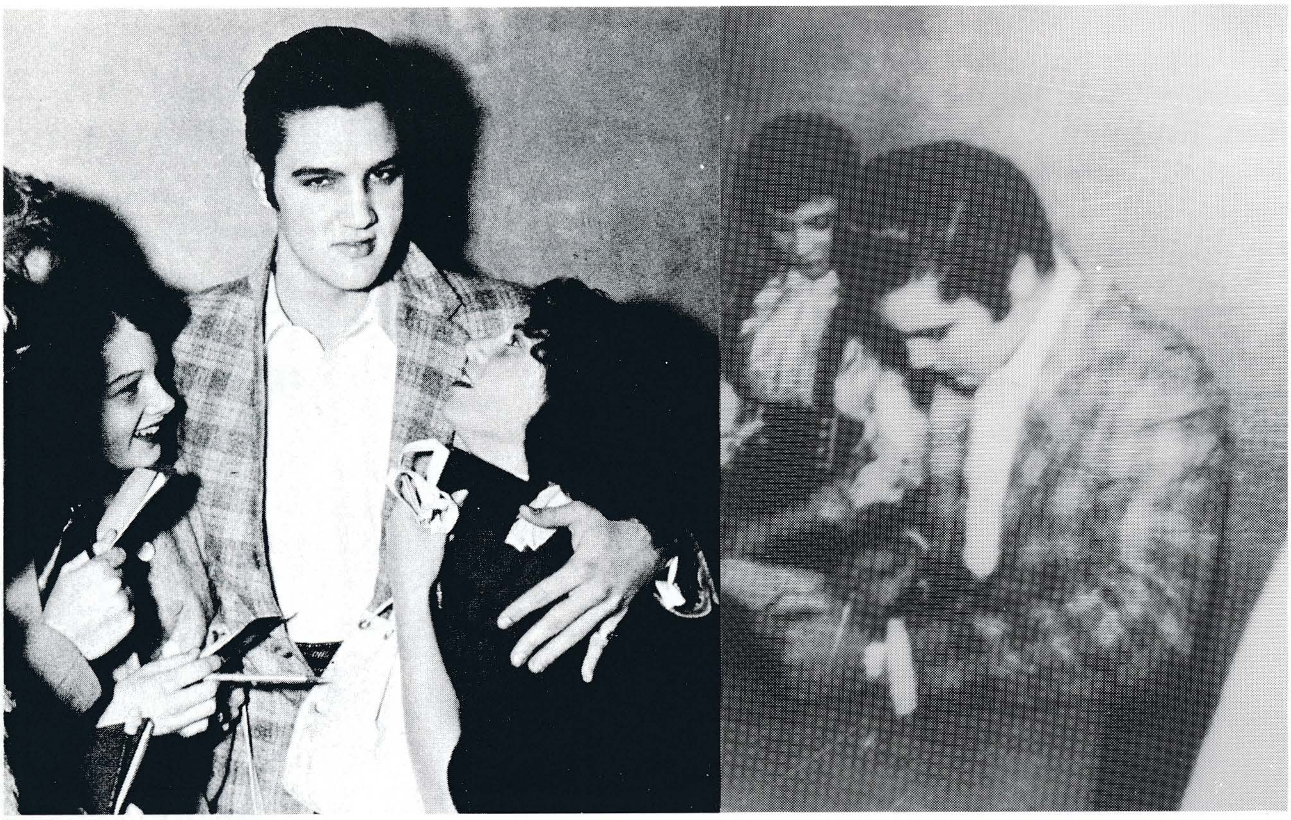
Elvis sat in the Shalimar Room in the hotel with his three musicians, when 19-year-old Louis John Balint approached Elvis. "Hey you," he said, "my wife carries a picture of you in her wallet, but she doesn't carry one of me. Let us step out-side." He then tried to land a punch on Elvis, but missed. When the police arrived Balint was trying to shove Scotty Moore over a 4-foot-high terrace railing. "Presley is no slouch," police said. "He was really working over that guy. He knows how to handle himself real fine. He threw several good punches." Before pleading guilty to disorderly conduct Balint told the police that he resented having his wife, from whom he was separated, carry Elvis' picture instead of his own. Balint was unable to pay a fine of $10 and $6.90 in costs and he was taken to the Workhouse to serve seven days.

The next show on the tour took place in Cleveland, Oh. The local papers were on strike and there was no coverage of the shows.



Elvis in Toledo, Oh., November 22, 1956.

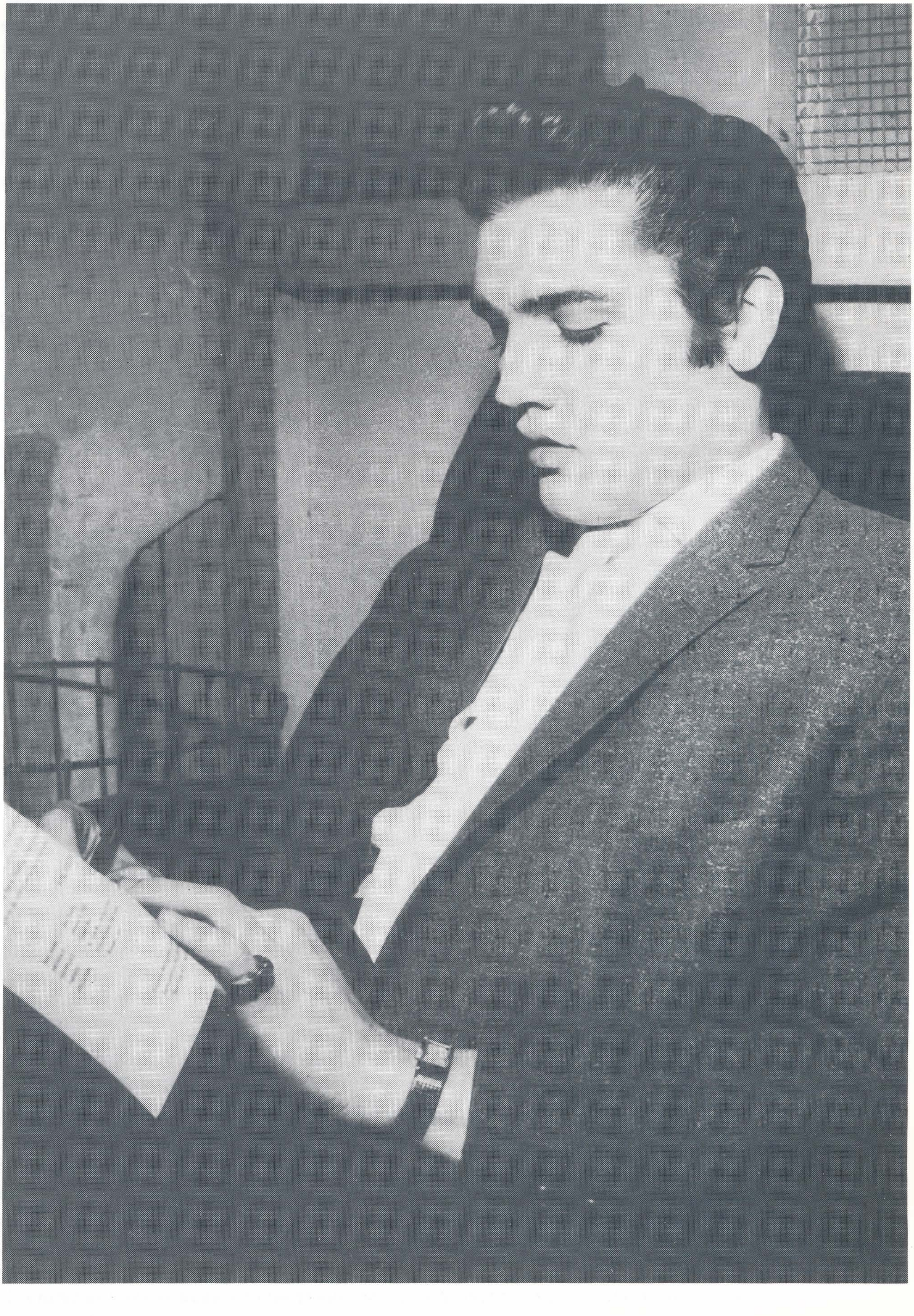
On November 24 Elvis arrived in Troy, Oh. in order to keep an old date with 13-year-old Priscilla Myers. The date should have taken place in Columbus, Oh. the previous May but it had been postponed due to Elvis' tight schedule at the time. Priscilla and her mother, Lucille, waited behind the stage in Elvis' dressing room, where they could hear thousands of fans scream "We want Elvis." Then the door flew open and Elvis, clad in a grey plaid sports jacket, came in. "Elvis," someone started, "this is..." "I know. You are Priscilla, it's good to see you." He said hello to Mrs. Myers and sat down with Priscilla and began chatting as though with a friend of many years. This was the start of what became a 45-minute conversation between Elvis and Priscilla during which they talked about music, Elvis' first movie and other things. It was 4:30 p.m. when Elvis finally bounced onto the stage to the accompaniment of a shrill screaming. The walls of the Hobart Arena were miraculously still standing upright when the first words of "*Heartbreak Hotel*" set off another wave of pandemonium. As soon as the last show was over, Elvis left for Louisville, Ky. He was scheduled for two personal appearances at the Jefferson County Armory the following day.



Elvis in Troy, Oh. on November 24, 1956. At right with Priscilla Myers.

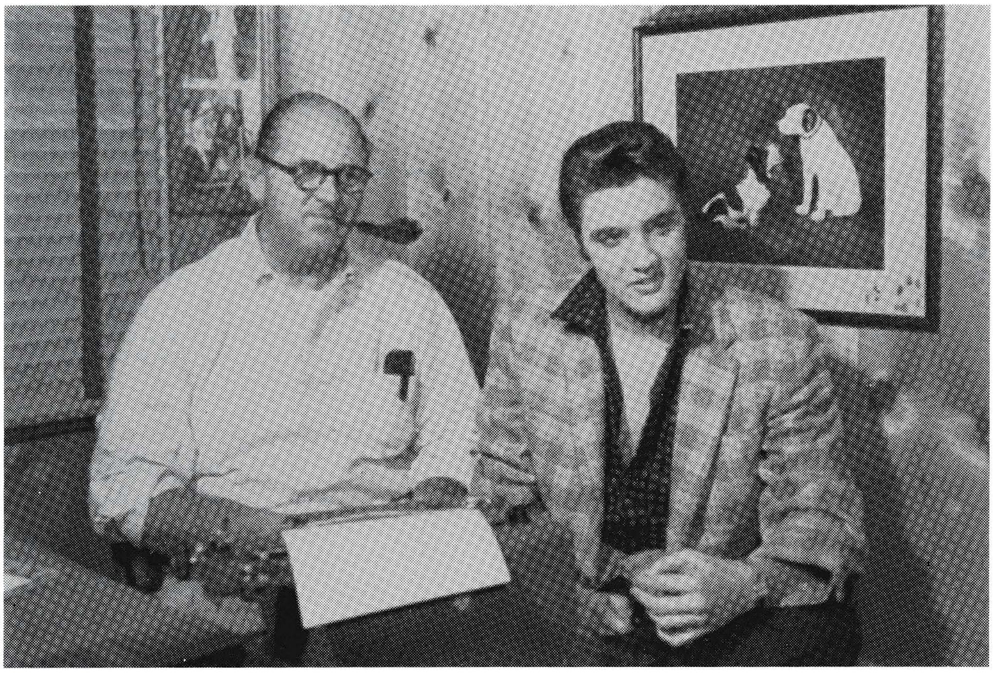
Arriving in the middle of the night Elvis checked into the Seal Bark Hotel and went to sleep. The next day Elvis' parents and an uncle were supposed to come up from Memphis for a family reunion that would include Elvis' grandparents who lived in Louisville. However, they got snowed in and could not make the trip. After an interview Elvis came on stage wearing his green, dinner-type jacket and black slacks and wheedled squeals out of a sell-out crowd of 8,500 fans with 25 minutes of high-emotion singing before disappearing under heavy escort. The show was filmed by police and can be seen in a number of documentaries about Elvis. At the evening show, which was also sold out, Elvis wore a satiny golden coat. About 100 police and 60 ushers were on hand, spreading cordons around the hall's interior and exterior and Elvis drew a laugh from the audience when he good-naturedly remarked "I never knew I had so many fans in the Louisville Police Department." In honour of his grand-parents, Jessie and Minnie Mae Presley, who attended the evening show, Elvis sang "*Peace In The Valley*," and many adults who had come out of curiosity to check the overexcitement of their children, listened with respect. After the late show was over Elvis went back to the Seal Bark Hotel.

Elvis in Louisville, Ky. before leaving on November 26, 1956.



Elvis in Louisville, Ky. on November 25, 1956

Elvis probably spent most of the next day, Monday, November 26, visiting his grandparents because he didn´t wheel his long sleek pink Cadillac into the driveway of the Madison, Tn. home of his manager, Col. Tom Parker, until about 7:30 p.m. While many teenagers watched "*Love Me Tender*" down-town the real living and breathing idol was catnapping on a couch in Parker's home. A couple of journalists and photographers dropped in on Elvis for a cup of coffee and a conversation and found Elvis with his feet propped up on the soft arm of a sofa and his hands clutched behind his head. He was dressed in grey flannel slacks, a black and grey sports jacket and a sport shirt which would have been considered too low-cut for his admirers. As Col. Parker whispered to him that someone had come to see him, he swung his feet to the floor, batted his long eyelashes several times and scratched his sideburns. Elvis admitted that the quickie stops around the country made him tired. "Don't get me wrong," he added, twisting his diamond horseshoe ring on the middle finger of his left hand. "I love crowds. People have sure been wonderful to me. I am as grateful as I can be." The grin that launched a million wails spread from one sideburn to another as Elvis denied the existence of a special girl in his life. "I have a few good friends who are girls," he laughed. "but I can't say I know anyone special in Nashville." Around 11:30 p.m. the group made moving out motions and a little later the pink Cadillac headed west.

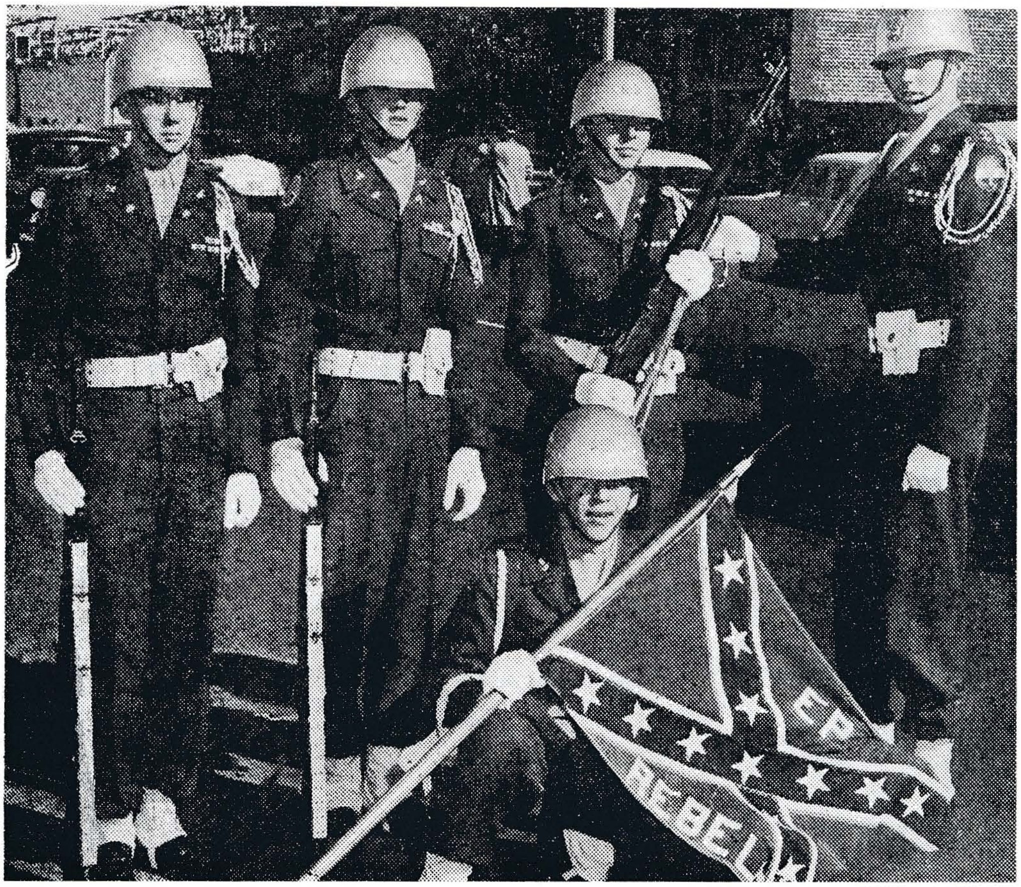


Elvis with his manager, Col. Tom Parker, in Madison, Tn. on November 26, 1956.

Elvis rolled into Memphis very early the next morning for a few days with his family as a new rash of headlines about him rocked around the country. A Toledo, Oh. paper ran a story in which it quoted the fellow who engaged in the fracas with Elvis in a plush Toledo bar a couple of days earlier as saying that he was promised $200 to stage the fight. Balint said he was told to "think up some good story" which would make "good publicity." He said he approached Elvis and told him to come up swinging. "I'm going to beat the hell out of you because my wife carries your picture instead of mine in her purse," Balint was quoted as saying. He later commented: "I hope my wife sees the humour of that. She can't stand Elvis." Bitsy Mott, former Philadelphia Phillies shortstop who had travelled with Elvis for around a year, came to Memphis with Elvis and said,

"Good golly moses, that's ridiculous. Instead of cooking up stunts like that we do everything we can to avoid them. Things like that just gives some other guy the idea and the next town you hit some fellow will maybe say, "Well the other guy didn't do it, but maybe I can." Elvis enjoyed boxing and could mix it up pretty well. However, he had consistently played down his interest, explaining that he didn't want any trouble with anyone and said: "There's always somebody who wants to prove something." Bitsy Mott's job with Elvis' organization was to try to keep down unpleasant incidents and to protect Elvis from his admirers. He planned arrivals and departures for personal appearances, had 120 policemen working with him in Cleveland. In the afternoon Elvis went downtown in somewhat more formal attire than usual. "He was wearing a blue serge suit with a white shirt, a tie and his collar buttoned," said a young admirer. "He looked nicer than I've ever seen him."

Folks who attended the 2 p.m. showing of "*Love Me Tender*" at Loew's State on Wednesday, November 28, got a special treat - Elvis was there in person, as well as on the screen. He dropped into the theater to take a second look at his first starring movie. He wanted to see the picture in privacy the first time (on November 20), but seemed to enjoy the company he had this time. He strolled back and forth between the lobby and the balcony, signed autographs and chatted with his fans. As word somehow spread out on Main Street that Elvis was inside, business picked up noticably at the box office. As late as 6 p.m., two hours after he had left the theater, three teenage girls came in looking for him. The 2 p.m. show audience was predominantly housewives, and although they didn't scream, they did press close.



In November 1956 Elvis went out and spent some $900 to outfit the Humes High ROTC. He bought new helmets, scarves, gloves, belts, leggings, citation

cords and rifle slings for 30 boys and some additional equipment for officers and sponsors.

Earlier in the month Elvis and his parents had received a letter from Mayor Orgill and James Harpster, executive chairman of the E. H. Crump Memorial Football Game for the Blind. Vernon phoned Newton Allen, president of the Downtown Lions Club, and said they would be at the game. Police Captain Fred Woodward said the Presley party would be escorted into the Stadium after the game had begun at 8 p.m. and they would sit in a box on the South Side.

Rumours about Elvis popped up all the time. At the end of November it was rumoured that he had bought a farm in Potts Camp, Ms. and numerous other places, that they had bought a hunting and fishing lodge and big preserve somewhere in Arkansas and that they had sold the Audubon Drive home and were building a big new place on Coro Lake. Elvis' father, Vernon, said that none of it was true. "I wanted a farm all right and I looked at a lot of them, but the more I looked the more I wondered. I didn't have any idea of working the place myself. As for selling our home on Audubon Drive, we're right happy here and not even thinking of moving. As a matter of fact, we're adding another big room at the back of the house right now. I spent a couple of days this week out at the farm where Elvis keeps his burros helping a friend of mine kill his hogs. We put up some right good sausage."

On November 30 Elvis attended the E. H. Crump Football Game at Crump Stadium in Memphis.

Football Benefit for the Blind

Elvis Tardy, Fans Hardy

—Photos by Wilbur Curtis

PRESLEY CAME LATE—Elvis Presley, who arrived too late to crown the Queen, is pictured at the E H. Crump Memorial Football Game for the Blind at Crump Stadium, between James E. Harpster, left, executive chairman for the Lions, and Albert N. Wolff, past president of the downtown Lions who helped Harpster with the show last night.

Press Scimitar, December 1, 1956.

Many Brave Chill Weather And Give Singer Warm Reception

By **CLARK PORTEOUS**, *Press-Scimitar Staff Writer*

Elvis Presley was 30 minutes late to the E. H. Crump Memorial Football game, but created the customary chaos nevertheless.

Some youngsters, chilled in the 37-degree temperature, left Crump Stadium last night before the arrival of Elvis in the fourth quarter. But there were enough on hand in the crowd of about 10,000 to produce a squealing, pressing mob scene about the rock 'n' roll king.

Presley said he thought half-time at the game would be 9:15. The game started at 8 and prep game quarters are only 12 minutes each.

Presley arrived in a police car, with Capt. Fred Woodward of the Police Department, instead of in one of his own luxury cars. He was taken under the south stands and into the players' room.

Meanwhile, pretty Sue Manker, 17, Humes senior and daughter of Mrs. M. R. Manker, 1167 W. Lexington Circle, had already been crowned at half time by James E. Harpster, executive chairman for the Lions at the event, when Presley failed to show.

Chosen by Lot

Blue-eyed Sue was selected by lot when Bruckner Chase, chairman of the Queen and Baton Twirlers committee, drew her name from a hat at the start of the parade calling attention to the game yesterday. Each high school had a candidate.

Harpster didn't want to disappoint the crowd, and wanted to work Presley into the act somehow. Capt. Woodward vetoed most ideas, saying he had to get Presley out of the stadium before the game ended.

Finally it was decided to bring Presley up the players' stairs to his box on the south side. Surrounded by policemen, Presley reached the box. The teen-agers soon got the word. They flocked around the track to the box, came up from behind. Police kept them from Presley. The game went on.

Chase was bringing Sue from the north side around the playing field. Harpster met them. They couldn't get her thru the milling teen-agers. Finally a couple of policemen made a flying wedge and got the queen thru.

Sue, a poised, calm young lady, didn't seem at all awed by Presley.

"Don't be nervous," Presley told her. "I'm more nervous than you are." That was obviously true.

Kiss and Gifts

As she had already been crowned with a silvered tiara, Presley gave her a kiss on the cheek, which didn't seem to particularly thrill her. He also gave her a "Love Me Tender" wrist watch, named for his movie, and an Elvis Presley bracelet.

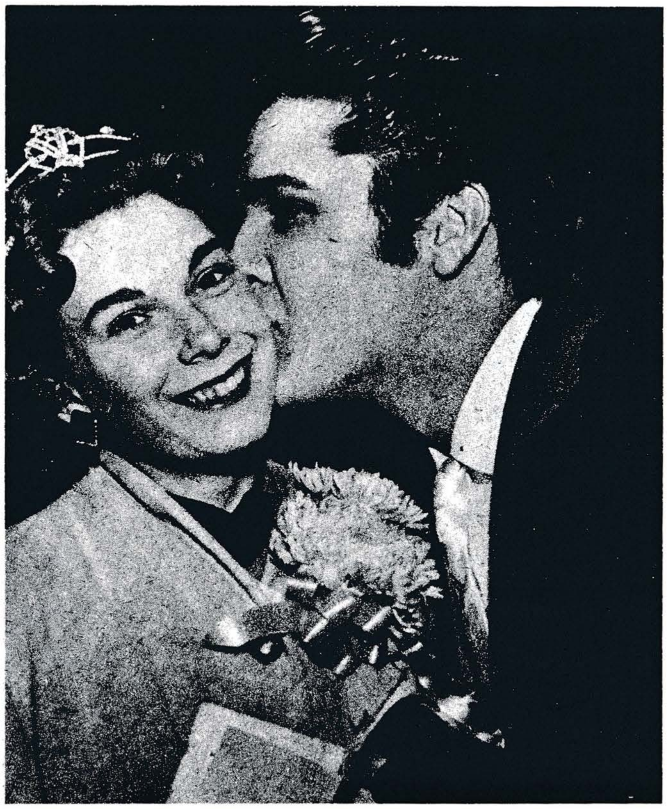
Pre-game and half-time activities went off well, without Presley. The 10 Lions Clubs of Memphis and Shelby County sponsored the game for the first time.

It will be several days before it is known how much was raised for the blind and for the blind-aid activities of the Lions, but sponsors concede that the $100,000 goal will not be reached.

A traditional party for players, cheerleaders, etc., was given after the game. Before his death, Mr. Crump used to pay for this party personally. But the party last night cost $900 out of the take. Last year's party cost $1500.

Presley was escorted out by police and got away before the game was over. The game never did stop for Presley. But many of the youngsters paid no attention to the exciting contest, won by South Side over Messick 14-7, while Presley was present.

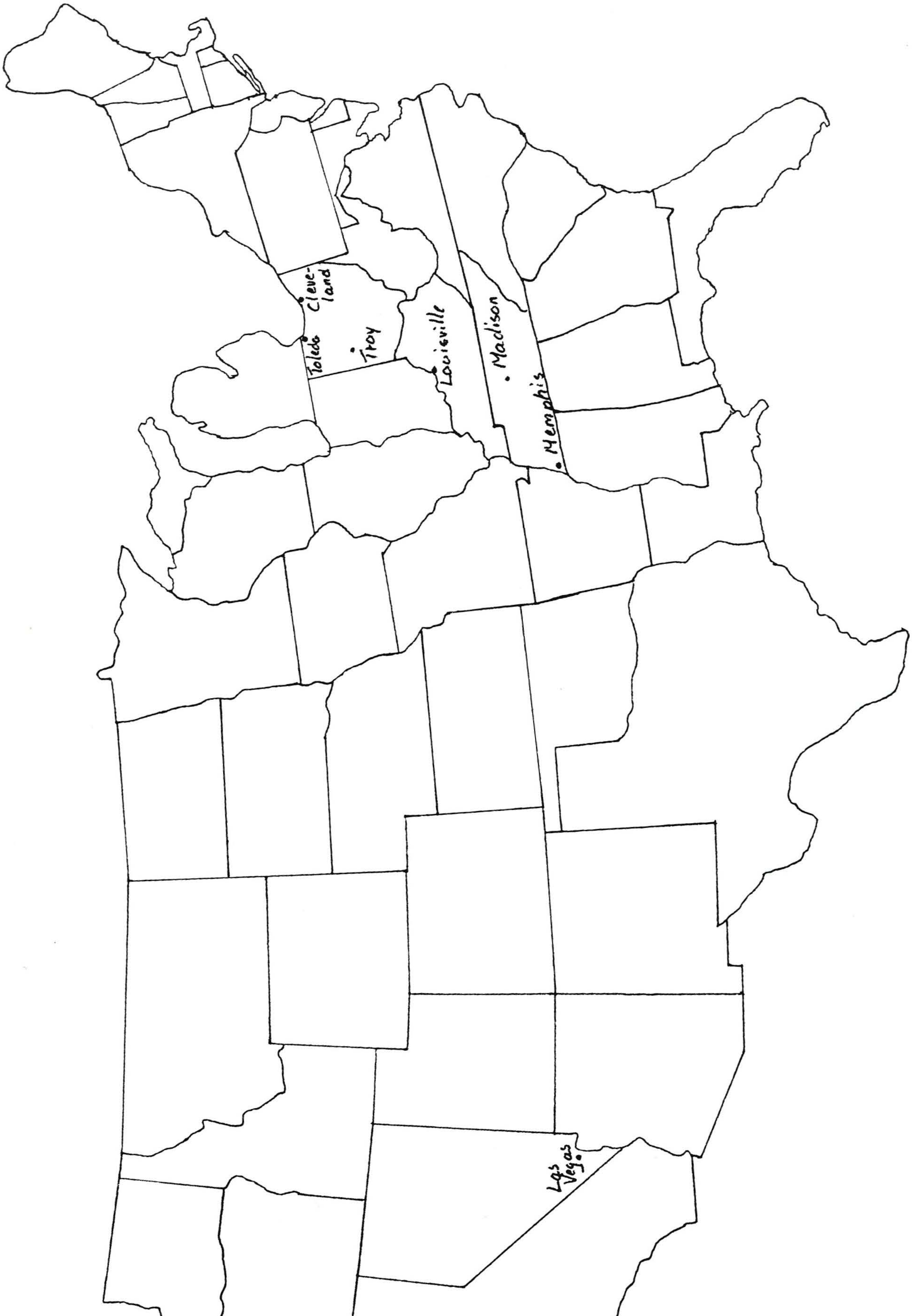
Commercial Appeal, December 1, 1956.



Sue Manker receives a kiss from Elvis on November 30, 1956

November 1956

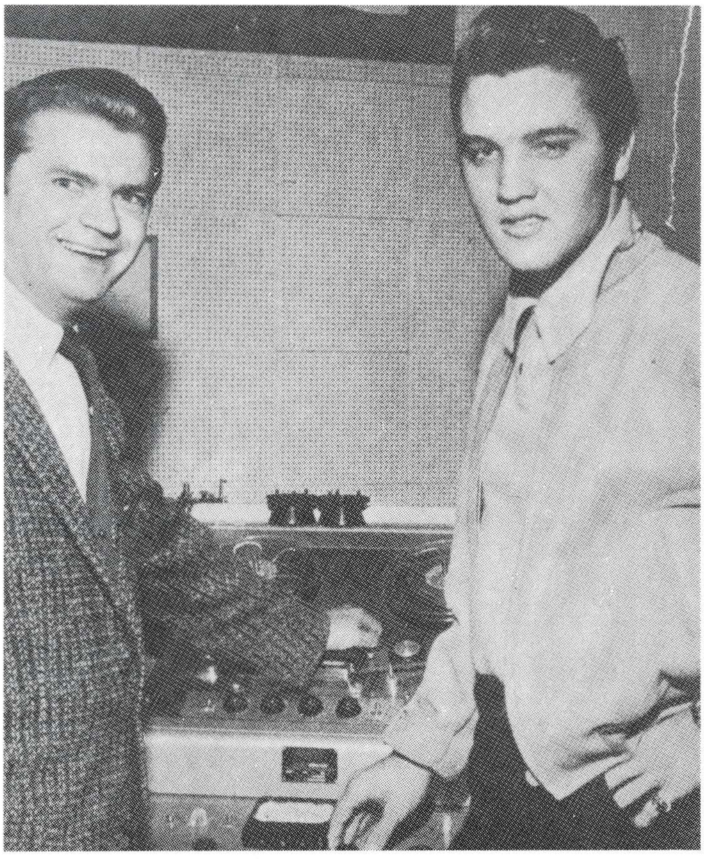
1. t	Bought motorcycle	Memphis, Tn.	
2. f		Memphis, Tn	
3. s		Memphis, Tn.	
4. s		Memphis, Tn.	
5. m	Visits Driving Range	Memphis, Tn.	
6. t		Memphis, Tn.	
7. w		Memphis, Tn.	
8. t	Left by train from	Memphis, Tn.	
9. f	En route		
10. s	New Frontier Hotel, vacation	Las Vegas, Nv.	
11. s		Las Vegas, Nv.	
12. m		Las Vegas, Nv.	
13. t		Las Vegas, Nv.	
14. w		Las Vegas, Nv.	
15. t		Las Vegas, Nv.	
16. f		Las Vegas, Nv.	
17. s		Las Vegas, Nv.	
18. s		Las Vegas, Nv.	
19. m	Trainride		
20. t	Arr home w. Nick Adams, "LMT"	Memphis, Tn.	
21. w	Left by car		
22. t	Sports Arena	Toledo, Oh.	2:30, 8:00
23. f	Arena	Cleveland, Oh.	8:00
24. s	Hobart Arena	Troy, Oh.	3:00, 8:00
25. s	Jefferson County Armory	Louisville, Ky.	2:00, 8:00
26. m	Visiting Col. Parker	Madison, Tn.	
27. t	Arr home	Memphis, Tn.	
28. w	Att 2 p.m. "LMT"	Memphis, Tn.	
29. t		Memphis, Tn.	
30. f	Att Crump football-game	Memphis, Tn.	


Cleve-land
Toledo
Troy
Louisville
Madison
Memphis
Las Vegas

December 1956

Sales of Elvis records in Canada continued to soar and to set new sales marks. In a country, where the top records usually sold around 100,000 copies, two of Elvis' biscuits had shot over that mark. The "*Hound Dog*" and "*Don't Be Cruel*" coupling racked up a total exceeding 225,000 in 14 weeks while "*Love Me Tender*" had spilled out 135,000 in only six weeks. RCA-Victor said that "*Don't Be Cruel*" was probably the biggest single in the history of the company in Canada. Bob Ferrer of the New York offices of Elvis Presley Enterprises came to Memphis to check with stores handling Elvis items. The bracelets and watches were the best selling of all the rock'n'roll king's items. A rumour that Elvis had bought a helicopter turned out to be as untrue as most of the other rumours that circulated about him. However, Elvis was driving a brand new Cadillac Eldorado. Just on trial. He was thinking about trading one of his other cars for this one.

A Million Dollar Quartet performed in Memphis on December 4 and very few people even knew about it. The impromptu performance began when Elvis, along with his shapely Las Vegas guest Marilyn Evans, dropped into Sam Phillips' Sun Record studio where Carl Perkins was trying to work. Johnny Cash and Jerry Lee Lewis were already there. Elvis headed for the piano and started to Fats Domino it on "*Blueberry Hill*" and the joint was really rocking before they were through. Sam Phillips called journalist Robert Johnson who, along with photographer George Pierce, headed for the studio. Somewhere along the line Sam Phillips told Jack Clement, who



Elvis with Sam Phillips on December 4, 1956 at the tape recorder that recorded the Million $ Quartet.

was engineering Carl Perkins' session, to start the tape recorder and history took place. Some 24 years passed before we were at last allowed to listen to some of the tracks by the Million Dollar Quartet. Quite a few of the songs the quartet sang at this session were gospel songs but Elvis also sang a few of his own numbers. He told about how he was at a show recently in Las Vegas and saw Jackie Wilson imitating himself. He then proceeded to imitate Wilson's imitation of himself on "*Don't Be Cruel*" and his pronouncation of the word "telephone" brought laughter from everybody.

Elvis, Jerry Lee Lewis, Carl Perkins, Johnny Cash, and Marilyn Evans in the SUN studio on December 4, 1956.

Two days later Elvis went back to see himself in "*Love Me Tender*" at the 8 o'clock showing at Loew's State for the third time. With his Las Vegas visitor, 19-year-old New Frontier dancer Marilyn Evans, and his Marine friend Red West, he entered the theater quietly from the alley door, but word soon spread up and down Main Street that he was in the theater and business immediately picked up. Once he went to the rest room, and a cluster of girls and women camped outside the door till he came out. He signed autographs for them, then sat in the balcony for the rest of the showing. As he left by the alley door a cluster of fans went with him, and he signed more autographs.

Friday, December 7, found Elvis at Jim's Barber Shop for a haircut and a trim of his famous sideburns. Some teenage girls saw the big Presley car in front and went in for autographs. Elvis was gracious and signed his name and chatted with the girls while the barber carefully snipped. A girl, seeing the dark locks fall, said, "Oh, can I have some hair?" It was all right with Elvis and the girls got generous samples of his hair. Prior to his visit at the Barber Shop Elvis had signed a postcard to Governor Clement, asking him to get behind a move

supporting university status for Memphis State College. Dewey Phillips was with him and also signed a card.

On December 8 Billboard used a full page to advertise that Elvis´ EP "*Elvis, Volume I*" had sold over 500,000 copies in just a month. They also had an article which reported that "*Hound Dog/Don´t Be Cruel*" had sold 225,000 in 14 weeks and Elvis´ second album, "*Elvis*" had sold 30,000 in two weeks in Canada.

CENTER LANE

Elvis on Madison Avenue in Memphis as his new white Cadillac Eldorado ran out of gas on December 11, 1956.

Shortly after 1 p.m. on December 11 Elvis ran out of gas on Madison. His shiny new white Cadillac Eldorado, which he had bought just a week earlier, sputtered to a halt in front of the State Savings Bank and people immediately started coming from everywhere. In no time at all it looked like hundreds - maybe even thousands - were around him. They had the street blocked, and four or five policemen were trying to keep the street clear, but the people kept coming in from both sides of the street. The windows of all the buildings around soon were filled with people craning their necks to get a glimpse of Elvis. As an am-

bulance stopped, Elvis went over and talked to the little girl inside. Finally some policemen brought some gas, but it still took time for Elvis to get out.

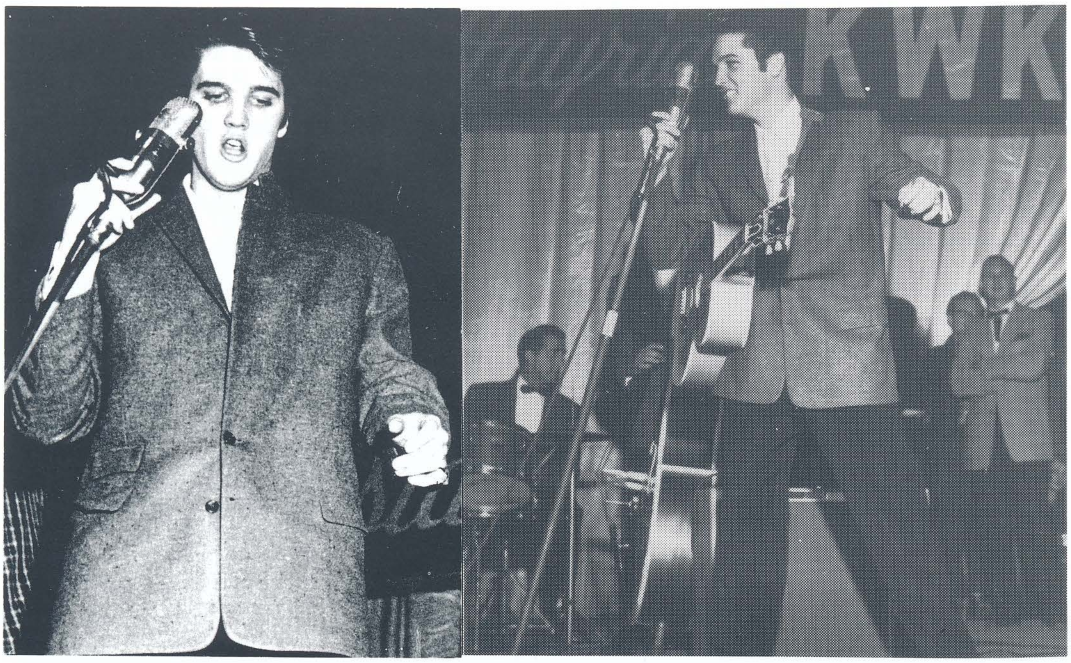
The next day Elvis donated some of his prized possessions to the Marine drive for underprivileged children. Headed for some Memphis youngsters were Elvis' teddy bears, trains, and a truck he won tossing baseballs at a carnival. Two of his former Humes High buddies, Pvt. Ed Rotenberry and Pfc. Red West accepted the toys. Later in the evening Elvis attended the new adventure and love drama, "*Storm Over The Nile*," which opened at the Malco. Besides a few squeals and stares, Elvis and his friend, Cliff Gleaves of Jackson, Tn. weren't bothered much. Elvis particularly enjoyed the comedy "*Caspar, the Ghost.*"

Elvis with Pvt. Rotenberry, S-sgt. Ruby Maxwell and Pfc. Red West as Elvis donated toys on December 12, 1956.

Elvis had had a huge den added to the back of his house on Audubon Drive under supervision of Carl Nichols. It had mahogany paneling veneered with fruitwood and a full carpet of a rosy shade. On one of the walls Elvis had mounted five of his gold records. His pet monkey was housed in a big wrought iron cage in one corner of the room and his pool table also held a prominent spot. The eastwall, mostly glass, faced the swimming pool and there was a motion picture projector and plenty of comfortable seats for Elvis' friends. He had also had a number of goodsized trees, mostly oak and birch, planted on the grounds.

On Friday, December 14, Elvis left for Shreveport, La. and a benefit performance on KWKH's *Louisiana Hayride* at the Hirsch Youth Center. In Pine Bluff, Ar. he made a stop at about 8:30 p.m. and visited his friends Jim Ed, Maxine and Bobbi Brown for a few hours. When Elvis had started out in 1954 it was on tours with J. E. and Maxine Brown. Two of his bodyguards and Hal Kanter, who would produce Elvis´ next movie, went along on the ride. The group shared a quiet supper, and Elvis was not recognized until about ten o´clock,

when a crowd began to grow. When one teenager admired his sport shirt, Elvis good-naturedly traded shirts with him. He also gave away his white silk scarf and pencils from his pocket. But as the size of the crowd grew, he became restless and the group left shortly after midnight, on their way to Shreveport.



Elvis arrived before dawn on Saturday, December 15, and checked into the Captain Shreve Hotel. By 8 a.m. groups of teenage girls had started to search downtown hotels in what looked like an all-out "Find Elvis" campaign. Hotel switchboards received a stream of "Is Mr. Presley there?" calls.

Elvis in Shreveport, La. on December 15, 1956

MASS HYSTERIA

Frenzied Elvis Fans Rock Youth Center

By BOB MASTERS
Member of Times Staff

Elvis (The Pelvis) Presley came to town yesterday, and last night 9,000 rock'n'rollers "flipped."

His appearance on the stage of the *Louisiana Hayride* at the Fair Grounds Youth Center set off what was undoubtedly one of the finest displays of mass hysteria in Shreveport history.

Presumably he sang: you couldn't hear him over the screams of the frenzied 9,000. But at least his lips were moving, and his pelvis certainly was. He wasn't halfway through "*Heartbreak Hotel*" before it became apparent nobody ever had a more appropriate nickname.

It was a hectic evening for Elvis all around. A scheduled press conference more nearly resembled a mob scene with representatives of the press and radio lost among the throngs of fans, autograph-seekers and the curious who infiltrated the meeting.

A brief talk with the Pelvis - who finally managed to escape the mob with about two minutes remaining in his 60 minute "press conference" - disclosed that he was glad to be back in Shreveport, has four Cadillacs and a Lincoln Continental and apparently enjoys all the fuss made over him.

GUARDED DURING DAY

But there wasn't any such commotion during most of Elvis' stay in town. Probably Khrushchev and Bulganin wouldn't have been better guarded than was the young singer during most of the day.

To get to him in his room at the Captain Shreve you had to pass guards, policemen, business associates of one kind or another and numerous members of his entourage whose immediate function was not apparent.

For his appearance on the Hayride, Elvis was clad in white shoes with blue soles, a green coat, blue pants, and white shirt, tie and silk scarf. At the hotel, he settled for slacks, the scarf and a kind of smoking jacket.

Despite adulation enough to turn the head of an oriental potentate, Elvis is friendly enough. He also appears to find plenty of humor in the spectacles he stimulates.

A talk with Janelle Alexander, president of the Shreveport/Bossier Presley fan club, and Kay Wheeler from Dallas, president of the first and biggest Presley Club, amply illustrates the fervor The Pelvis stirs in the hearts of his admirer.

Says Kay, who has encountered the singer several times previously: "I flip every time I meet him."

"FLIPPING"

Janelle defines "flipping" as experiencing in an extreme form and simultaneously the emotions of love, hate, anger, hero worship, anxiety and a few others whose names she didn't have on the tip of her tongue. She said other teenagers react similarly.

She didn't speculate on the effect of all of this on the autonomic nervous system.

Kay says, a little more conservatively, "He´s the most fascinating human I've ever known." She adds, rather frighteningly, that Elvis is a living denial of the notion teenagers should be seen and not heard."

Well, they could certainly be heard last night. If you haven't heard 9,000 persons shrieking for half an hour at the top of their lungs in a closed building there's no point trying to describe it. They couldn't hear Elvis - presumably why they were there - but they didn't seem to mind. Just looking at him must have been enough.

The motions, gyrations, bumps and grinds, or whatever you want to call them, Elvis goes through wouldn't be tolerated in most burlesque houses. They do, however, undoubtedly call for considerable acrobatic talent.

Probably never before have so many been stirred so much by an acrobat.

TO AID YMCA

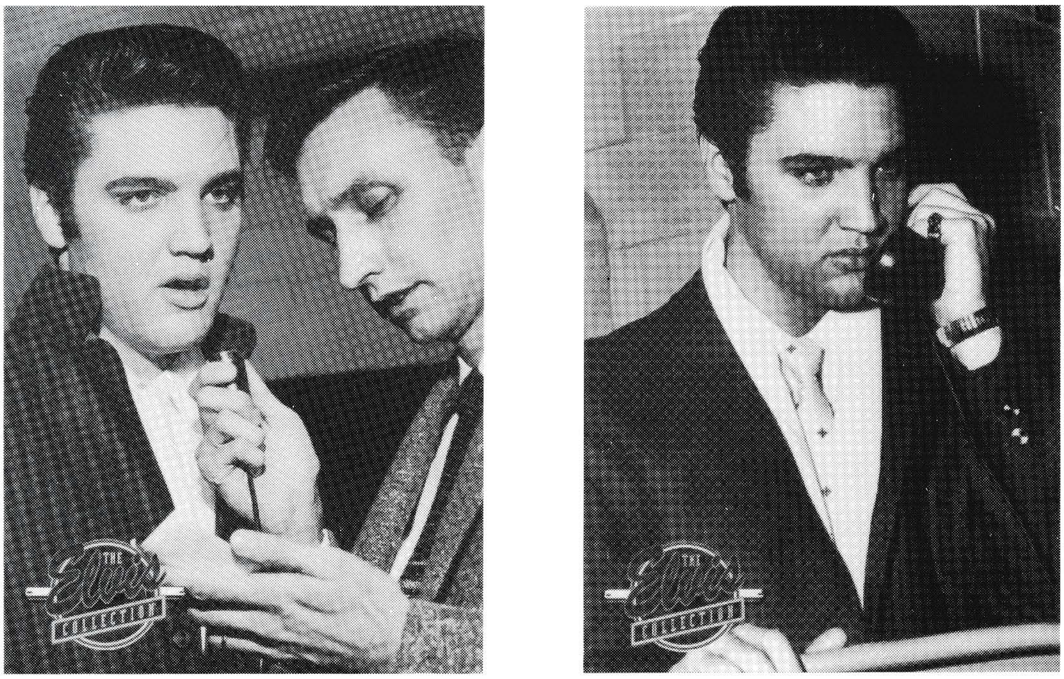
Elvis has reportedly made a million dollars or more in the last couple of years - he commands top pay for his performances - but last night he did his gymnastics for nothing. Both the singer and the members of the KWKH Hayride contributed receipts to the Shreveport YMCA's expansion program.

Elvis seemed to be glad to perform for nothing - and certainly he didn't spare the gyrations. For 35 minutes or thereabouts he gave what can certainly be described as an "unforgetable" performance.

It was a big night for the Shreveport police force, too. With teenagers giving every indication of tearing the Pelvis limb from limb out of sheer admiration and animal spirits, the police threw up more or less effective barricades throughout the building.

They were effective enough to keep Presley from being mobbed, but just barely. It required considerable agility to keep up with him as he fled from one room to another - always a step or two ahead of his admirers.

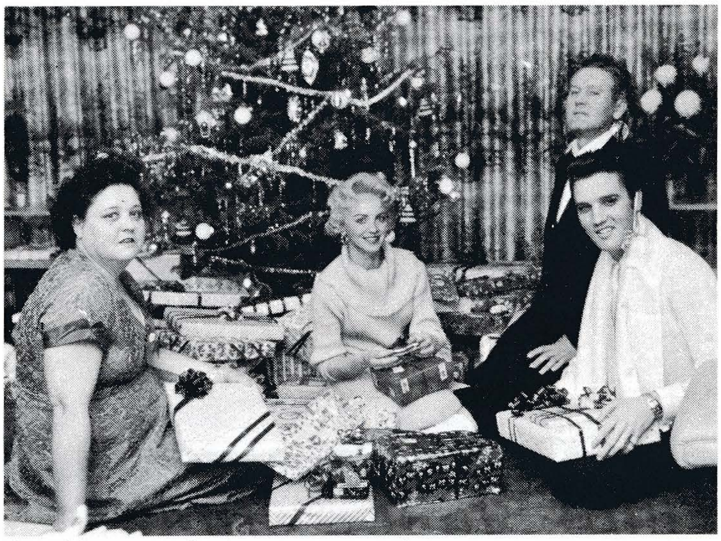
All in all, it was a big event in several respects and a good time was had by all, maybe Elvis more than anybody else. Whether Shreveport will ever be the same again remains to be seen.



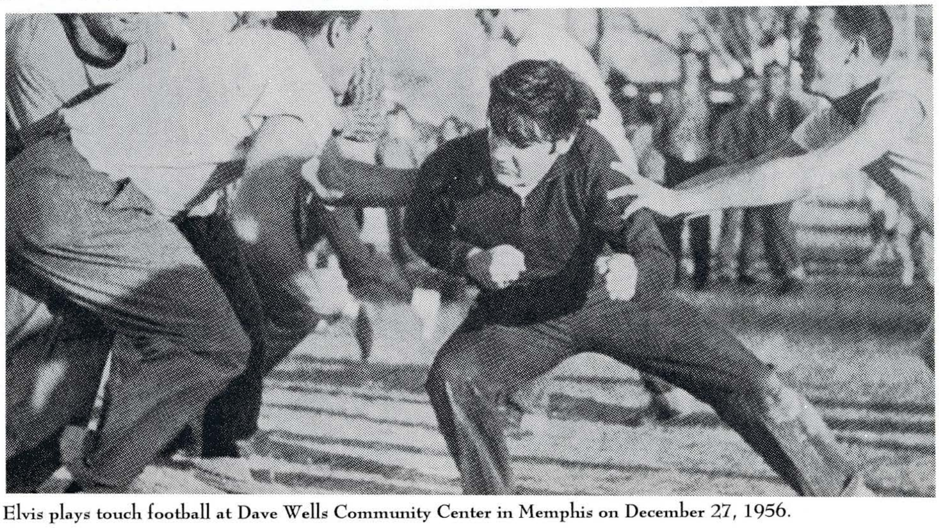
Elvis in Shreveport, La., December 15, 1956.

The rock'n'roll czar made a fairly quiet departure Sunday afternoon after his two-day visit to Shreveport. About half a hundred of his admirers gathered around the Captain Shreve lobby to see their idol depart. Elvis gave a few autographs, walked out to his new white Cadillac Eldorado and headed out reportedly to Memphis. As the Cadillac moved off down towards Texas Avenue, more well-wishers in passing cars leaned from their windows to greet him with cries of "Hey Elvis." He waved back to all of them and headed for the open highway.

Although the Shreveport papers reported that Elvis left for Memphis, it can not be determined that he actually did so as nothing at all was printed in the Memphis papers about Elvis' doings or whereabouts for the next ten days. On December 24 Elvis and his Christmas guest Dorothy Harmony, who was in the chorus line at Sahara Hotel in Las Vegas, Nv. tried to do some Christmas shopping at the Lamar Airways Center. They were mobbed and Elvis ducked out, leaving Dottie stranded. "And there I was with packages up to here," Dottie said later. Elvis bought a 60-piece set of china and some gowns for his mother and two suits of clothes and some shirts for his father.


Elvis with his parents and Dottie Harmony on December 25, 1956.

Elvis faded back and heaved a pass during a sandlot touch football game at the Dave Wells Community Center on December 27. It connected for one of the many touchdowns. He joined the game shortly after lunch and played until dark, taking turn in line and backfield. Though spilled often by crisp blocking Elvis came through with but a few bruises and contusions. His Vegas-visitor, Dottie Harmony, watched the game from the sideline along with several hundred persons, who saw Elvis pass, kick and run to a touch-down.


Elvis plays touch football at Dave Wells Community Center in Memphis on December 27, 1956.

Elvis during a game of touch football on December 27, 1956.

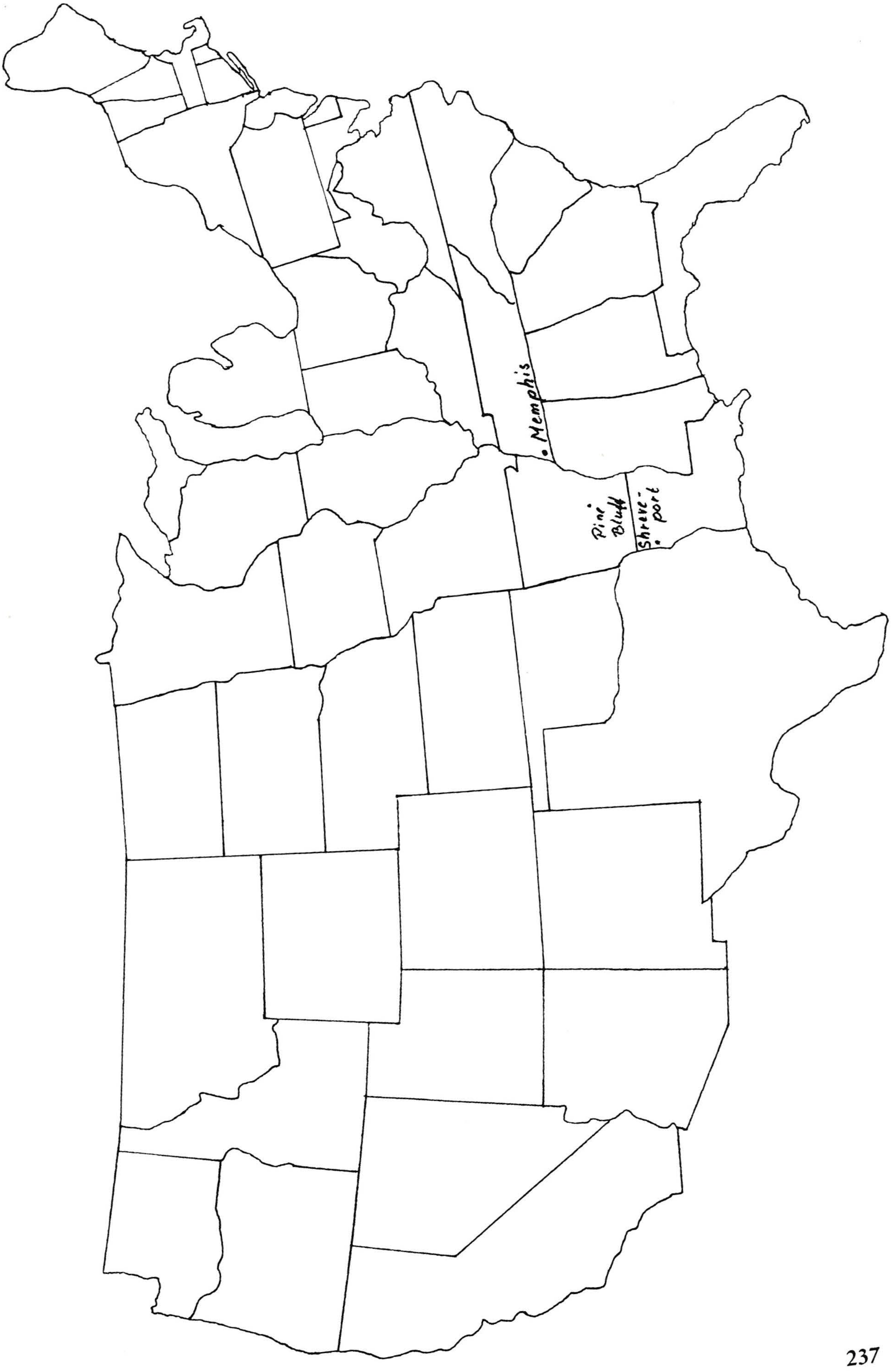
Both of the Memphis papers reported that Elvis was scheduled to appear on Dewey Phillips' new TV-show *Phillips' Pop Shop* between 3:30 and 4:30 p.m. on December 31. However, nothing was reported afterwards in the papers, so I have been unable to get a confirmation on this TV appearance. Otherwise, Elvis spent the holidays with his family and friends and of course Dorothy Harmony.

Sometime in December 1956, probably on December 7, Elvis attended the WDIA Goodwill Revue in Memphis, Tn. This was a show with black artists only and Elvis was photographed with some of the stars of the show as can be seen on page 135.

Among other things, Elvis in 1956 broke all records for being at the top of the bestselling charts. He skyrocketed to the top of *Variety's* "Boxscore of Top Talents and Tunes" chart last April 18 and then continued to headthe field until December 26 when he was nudged out by Guy Mitchell when *"Singin' the Blues"* became No. 1. Elvis' blazing run of eight months on top compares to the more usual No. 1 duration of three to four months for a "hot" artist.

December 1956

1. s		Memphis, Tn.	
2. s		Memphis, Tn.	
3. m		Memphis, Tn.	
4. t	SUN studio, Million $ Quartet	Memphis, Tn.	
5. w		Memphis, Tn.	
6. t	Watched "LMT"	Memphis, Tn.	
7. f	Haircut at Jim's barber shop	Memphis, Tn.	
8. s		Memphis, Tn.	
9. s		Memphis, Tn.	
10. m		Memphis, Tn.	
11. t	New Cadillac out of gas	Memphis, Tn.	
12. w	Watched "Storm over the Nile"	Memphis, Tn.	
13. t		Memphis, Tn.	
14. f		Memphis, Tn.	
15. s	Fair Grounds Youth Center (H)	Shreveport, La.	8:00
16. s		Memphis, Tn.	
17. m		Memphis, Tn.	
18 .t		Memphis, Tn.	
19. w		Memphis, Tn.	
20. t		Memphis, Tn.	
21. f		Memphis, Tn.	
22. s		Memphis, Tn.	
23. s		Memphis, Tn.	
24. m		Memphis, Tn.	
25. t	X-mas with Dottie Harmony	Memphis, Tn.	
26. w		Memphis, Tn.	
27. t	Played touch-football	Memphis, Tn.	
28. f	Messerschmidt-ride with Dottie	Memphis, Tn.	
29. s		Memphis, Tn.	
30. s		Memphis, Tn.	
31. m		Memphis, Tn.	


Memphis
Pine Bluff
Shreveport

EPILOGUE

Hi! Please, it is very important that you use a minute or two to read the following. I am Brian Petersen, born January 31, 1956 (the day Elvis recorded "*Tutti Frutti*" and "*I´m Gonna Sit RightDown And Cry Over You.*" I was born in Denmark but in 1985 I moved to Sweden after having met Christel, the love of my life, on a vacation to Spain. We have three children, Tobias (12), Sandra (8) and Adam (5).

This is the first book I have ever written. It all started about eight years ago when I bought the book "*Long Lonely Highway*" by Ger Rijff and found out that some of his concert dates did not match the ones mentioned in other books. So I decided to check up upon this and during the past eight years I have written to several hundred libraries, universities and historical societies all across the United States. I have borrowed hundreds of microfilm-reels of newspapers from the United States checking every single page of the newspaper for the entire year to find that little piece of information about Elvis that had not been used since it was first printed back in 1956. You can´t imagine what a thrill it has been to check these reels and suddenly see Elvis´ name or photo stare at you. You just wanted to cry out loud and let the entire library know that you had once again discovered something about Elvis that had never before been mentioned in any book.

I do not claim this to be the final and complete document about Elvis in 1956. I know that there are some concert dates missing but I have been unable to come up with proof for them so they are not mentioned in the book. I have strong reason to believe that Elvis played Daytona Beach, Fl., Indianapolis, In., Atlantic City, Newark and Oaklyn, N.J. and maybe even San Jose and Santa Cruz, Ca. There might be a few other appearances in early January and late March but this is the closest you will come to the complete Elvis-diary of 1956 in a long time.

I would appreciate it very much if you would let me know if you have any information about Elvis´ professional and private life or photos that could add to a probable second printing. No information will be considered unimportant. Maybe it is YOU who have the information about the odd concert appearance that I have been unable to find or own a rare photo that would add some extra class to the book. So please, let me hear from you no matter how unimportant you might think your information is. Write to me at

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Keep Loving Elvis